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Awards reveal
brand superheroes**

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focus their
battles for good**



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ON THE COVER It takes a lot for a brand to reach superhero status, but *strategy's* Cause + Action Awards winners (p. 25) are about as close as any company can come. After his brilliant interpretation of Knorr Sidekicks' Salty character for our Agency of the Year cover, we knew illustrator Ryan Snook would come up with a dashing, daring, and dare we say darling hero to embody all that is good in the world of marketing. His body language says, "I'm here to save the day!" (in a baritone voice, of course).

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Win-wins

The annual CSR issue is one of our favourites, as we get to check in on everyone's passion projects. It's energizing to see so many brands stepping up their CSR efforts and focusing in on more effective programs, such as Campbell's and Shoppers (p. 20). And many are ramping up internal eco efforts, such as Unilever's green power commitment (p. 8).

In fact, you could argue brands are filling a regulatory role when it comes to CSR. When a business with the clout of Walmart decrees packaging reduction thresholds, it has immediate impact and is very enforceable. Marketers also have more skills in changing attitudes and encouraging behaviours than regulators do, so it's no surprise that their efforts are exponentially more powerful when married to causes. That's what inspired our CSR superhero cover.

The tagline of *strategy's* Cause + Action Awards is "Brand plans that are changing minds. And matter." When we created C + A back in 2007, it seemed a little grandiose, but the idea was to inspire readers, and each year the entries have delivered. Our winners (p. 25) show the impact brands can have, so check out how efforts like Hellmann's Real Food Movement are changing the landscape.

To keep identifying "bold vision and brand new ideas" as per our tagline, *strategy* has two new initiatives. First off, we're launching the AToMiC Awards. I know, I know, more awards. But this one responds to an important shift in advertising, as well as feedback on awards in general.

Now that brands' goal is to be closer to content, the *strategy* marketing industry and *Playback* production communities have more in common. So, partnering with *Playback*, the journal of record for Canada's TV, film and interactive industry, *strategy's* AToMiC Awards celebrate the accomplishments that challenge the media status quo, and show the way forward for the overall Canadian media industry.

Most awards shows consist of a group of peers checking out each other's work. AToMiC brings together the new partners whose collaboration is key to deeper connection with audiences – across advertising, media, technology and content categories – to recognize the programs and plans that embody the best thinking across this new mediaverse.

AToMiC will recognize the work of a media agency, a digital agency or AOR, as long as it blows up conventional thinking in some potent mix of advertising, media, technology and creativity. We're also looking for mediaco-side developments that take content platforms and models to a new level – whether it's a MMOG or a property that launches with an amazing array of touchpoints.

I'd like to thank AToMiC co-chairs Lauren Richards of Media Experts and Mark Childs of Campbell Canada for coming up with brilliant judging scenarios, not to mention winnowing it all down to a dozen categories so only the work worth noting gets its due.

We're also grateful for the input of our advisory board, spanning all sides of the mediascape, who will join judging co-chairs Lauren and Mark as the first AToMiC jury: Cossette's Nick Barbuto, Marblemedia's Mark Bishop, CBC's Alan Dark, John St.'s Stephen Jurisic, Unilever's Sharon MacLeod, AOL's Graham Moysey and Barbara Smith of the *Globe and Mail*.

The first AToMiC Awards show is this fall and the winners will be featured in the October issue of *strategy*, and at Strategyonline.ca, Mediaincanada.com and Playbackonline.ca. The deadline to throw your hat into the ring is July 15.

And finally, *strategy's* Agency of the Year competition is giving digital its due. As more campaigns become digitally driven, it's time to see who has the strongest body of work. So, 2011 marks the inaugural Digital Agency of the Year Awards, and we're curious who'll take the stage this November.

Cheers, mm

Mary Maddever, exec editor, *strategy*, *Media in Canada* and *stimulant*

PS: Befitting our CSR superhero, we have an uber-green cover form thanks to Montreal-based Pazazz Printing. Using a UV process that takes half the energy and yields less waste, their new press uses eco inks (VOC and HAP free) and can handle a wider array of recycled stock. Nice.

Executive Editor / Mary Maddever / mmaddever@brunico.com

Creative Director / Stephen Stanley / sstanley@brunico.com

Associate Editor / Melinda Mattos / mmattos@brunico.com

Special Reports Editor / Emily Wexler / ewexler@brunico.com

Senior Writer / Jonathan Paul / jpaul@brunico.com

Contributors / Jennifer Horn / Rob Linden /

Sharon MacLeod

Executive Publisher / Russell Goldstein / rgoldstein@brunico.com

Account Manager / Neil Ewen / newen@strategy.brunico.com

Sales Agent / Mike Barrington / mbarrington@brunico.com

Marketing Co-ordinator / Lauren Talledo / ltalledo@brunico.com

Production & Distribution Co-ordinator / Robert Lines / rlines@brunico.com

Senior Manager, Audience Services / Jennifer Colvin / jcolvin@brunico.com

Assistant Manager, Audience Services / Christine McNalley / cmcnalley@brunico.com

Administration

President & CEO / Russell Goldstein / rgoldstein@brunico.com

VP & Editorial Director / Mary Maddever / mmaddever@brunico.com

VP & Chief Information Officer / Omri Tintpulver / otintpulver@brunico.com

VP Administration & Finance / Linda Lovegrove / llovegrove@brunico.com

VP & Publisher, Realscreen / Claire Macdonald / cmacdonald@brunico.com

VP & Publisher, Kidscreen / Jocelyn Christie / jchristie@brunico.com

How to reach us

Strategy, 366 Adelaide Street West, Suite 100, Toronto, Ontario, Canada M5V 1R9
Tel: (416) 408-2300 or 1-888-BRUNICO (1-888-278-6426) Fax: (416) 408-0870
Internet: www.strategymag.com

Customer care

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A WORD FROM THE PUBLISHER



Understanding digital natives

For all of the discussion about marketers needing to understand the impact of digital technology on media consumption and purchase decision-making, look no further than the violent torpedo of truth that is working its way through the demographic chart of this country.

If you haven't heard, the first wave of digital natives are now teenagers, which means they are able to independently make or influence significant discretionary buying decisions at a level that can impact the consumer economy. To my generation, social networking is a fun way to keep up with old friends and share pictures of our kids as they grow up. Digital natives use it to coordinate their social lives on a minute-by-minute basis, share aspects of their lives that I might reserve for my inner circle and surf the web through their friends' recommendations. Guess again if you think your business won't be affected in the near future by these behavioural changes. They're growing up fast and it won't be long until their scope of influence broadens to affect your business.

Enter Understanding Youth. Now in its 14th year, this respected conference has always been the place to take stock and learn about the near and long-term trends influencing tweens and teens. But right now, there might be no greater challenge for today's marketer than understanding how basic social patterns and norms are affected as digital networks and devices become fully integrated within the consumer's life. And it's arguable that the only living, breathing research and case studies on the matter are related to the behaviour of today's teenagers.

It shouldn't matter if your business is about reaching first-time moms, there is so much to glean from internalizing how digital natives incorporate today's technology and use it as an extension of who they are. To date, most of our marketing innovation has been driven by what's possible, but now we have the opportunity to find out what actually works. Join us on June 8 at the Toronto Reference Library as we deconstruct how to influence the digital native and learn how the most successful youth brands in the country are breaking through to this key demo. In particular, be sure to catch gamification expert Rajat Paharia from Bunchball as he details how the incorporation of game design principles can drive brand engagement to new heights.

Russell Goldstein

Executive publisher, *strategy*, *Media in Canada*, *stimulant*

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May 2011, Volume 22, Issue 7

www.strategyonline.ca

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Neil Ewen at 416-408-2300 ext. 248 or

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ALSO IN THIS ISSUE...

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July 2011

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KILLER SESSIONS



Rajat Paharia
Founder & CPO, *Bunchball*

GET IN THE GAME – ENGAGING AND MOTIVATING YOUTH THROUGH GAMIFICATION

As more and more web sites compete to reach the youth audience, learn how Gamification is emerging as a marketer's #1 strategic weapon, driving authentic participation, engagement and loyalty.



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Lead Strategist, *Decode*

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ELECTRIC CARS HEAT UP



The LEAF may not be launching in Canada until fall, but Nissan has been generating buzz for over a year. It launched Nissan.ca/LEAF last April, and recently added Facebook and Twitter.

"I think it drives a halo for the Nissan brand, which is the number one reason we're doing things as far in advance as we're doing them," says Judy Wheeler, director of marketing, Nissan Canada. Wheeler notes that without any advertising (and only limited PR activity), they've already amassed over 450 followers on Facebook since late March. The car co has also had over 11,000 Canadians sign up to receive updates. A campaign based on an idea from TBWA\Toronto and created by TBWA\Chiat\Day in the U.S. recently began running south of the border, and will air here in late summer/early fall.

Launching its own electric car around the same time as the LEAF, Chevrolet has already begun running anthem ads, which feature its hybrid Volt prominently, created by MacLaren McCann. Chevy has also announced partnerships with BC Hydro and Hydro Quebec, with the utilities integrating Volts into their fleets of vehicles. And Chevrolet spokesperson Jason Easton says that the car co will be ramping up its Volt marketing efforts in the next few months.

No doubt the electric car market will heat up into 2012, with offerings from Ford, Toyota and Mitsubishi also on the horizon. **EW**

VOLUNTEERS GET HEROIC



Ever dreamt of being a caped crusader? Imagine checking your email to discover your own triumphant face smiling back at you, complete with flowing cape and figure-flattering tights.

Investors Group and Volunteer Canada have once again joined forces on a campaign designed to thank volunteers – and this year, it's using a superhero theme to celebrate the real-life heroes who dedicate their time and effort to building their communities.

Launched to coincide with National Volunteer Week (NVW) from April 10 to 16, the multimedia campaign was created in-house by Volunteer Canada and includes email thank-you cards that can be customized

with a volunteer's photo as well as PSAs, billboards and posters.

Designed to drive traffic to Volunteer Canada's website and encourage conversations about volunteering, the campaign elements are free to use by non-profits and are available in English and French.

Investors Group and Volunteer Canada have partnered on NVW for 12 years, forging a strong connection when it comes to corporate philanthropy and volunteerism, says Ruth MacKenzie, president & CEO, Volunteer Canada. "[Investors Group has] a really strong program where they support their employees to volunteer in the community," she explains. "Sponsoring National Volunteer Week made it a really great fit." **JH**

UPPING THE ECO ANTE

BY EMILY WEXLER & MELINDA MATTOS



Unilever's green power

Unilever Canada has become the single largest commercial purchaser of renewable energy in Canada, the company announced last month. Part of the Unilever Sustainable Living Plan – which aims to cut the

company's enviro footprint in half by 2020 – the arrangement with green energy provider Bullfrog Power will reduce its emissions footprint by over 7,500 tonnes, while supporting the development of new green power in Canada.



Bottled water makeovers

A few bottled water companies are stepping up their green games. First, Evian has introduced a 1.5 L bottle made of 50% recycled PET that uses 11% less plastic, reducing its carbon footprint by 32%, as well as a new glass bottle that uses less glass and is significantly lighter.

And Coca-Cola brands Dasani and Odwalla have introduced PlantBottle packaging for their single-serve bottles, a recyclable bottle produced using sugarcane as a key component of the plastic. This year more than five billion PlantBottle packages will be distributed in more than 15 countries.

P&G's friendly future

Procter & Gamble's Future Friendly program – which educates about P&G products considered to be better enviro choices – has had a recent resurgence in Canada, thanks to its intro in the U.S. The program was first launched in Canada in 2007 as a test market for North America. New TV and print, adapted from creative by BBDO in the U.S., directs to Futurefriendlybrands.ca, where consumers can learn about reduced packaging and enviro-friendly practices. This year's effort is time-targeted, coinciding with spring and Earth Day.

BREWING A **GREENER** FUTURE

Beer isn't only green on St. Patrick's Day, according to Steam Whistle, Alexander Keith's and Molson Canadian.

To think green, Molson Canadian started by seeing red. Its new Red Leaf Project combines funding for nature preservation efforts with community outreach. One of the first initiatives is a \$1-a-case donation project with proceeds going to the NSLC's Adopt A Stream program, as well as support of the WWF Great Canadian Shoreline Cleanup. Molson is also finalizing programs with Tree Canada, the World Wildlife Fund and Evergreen for this summer.

Also supporting Canada's natural resources, Alexander Keith's new Green Initiative recently launched its first effort, developed by Publicis. Specially marked packs include a PIN that can be entered on Facebook to reveal a donation amount



of up to \$1,000, with \$75,000 in total to be given to Waterkeepers Canada, Nature Canada, Adopt A Stream or Trees Ontario and its national partners.

And on the clean air front, Steam Whistle Brewing has introduced an eco addition to its fleet of vintage sales vehicles. Retro Electro is a 1958 Chevy Apache Pickup retrofitted with a high-efficiency, emissions-free AC motor, running on 100% B.C. wind power care of Bullfrog Power. It will silently cruise Vancouver, driven by Steam Whistle sales manager Mike Kiraly. **JP**

SOCIAL MEDIA AND THE **#ELXN41**

BY JENNIFER HORN

The 41st Canadian general election was appropriately marked as the social media election, with the likes of Facebook, Twitter and YouTube as the most popular places for the public to voice their concerns.

A politician is now at a disadvantage if they lack a social media presence. Research done in 2010 after the U.S. elections showed that Facebook "likes" can be used to accurately predict more than 80% of Senate races.

So, how about now? The Social Election Experiment, an online research project conducted by Dare Labs and Optimum PR, is aiming to find out if Facebook "likes" are equal to real-world votes in our fourth election in seven years. The question of if and how social media affects politics is on the table. But for now, let's have a look at the numbers.

People who "like" Michael Ignatieff on Facebook (10,000 more than Stephen Harper) **61,000**

1,000,000 Views on the Conservative Party's YouTube channel (About 800,000 more than the Liberals)

Total election-related tweets at press time **565,000**

74.6 Percentage of election tweets that were positive

Tweets about how Stephen Harper would stare past his opponents during the first night of debates **1,400**

175,000 Number of followers on Facebook, YouTube and Twitter for the Conservatives, the winners of the social media war

*All numbers are approximate, as of press time.

Sources include: the *Toronto Star*, CTV, Politwitter.ca, Techvibes.com.

"we need to re-earn the loyalty of customers"

Brilliant!

BY JONATHAN PAUL



QUEENSLAND'S MILLION DOLLAR MEMO

What tops the Best Job in the World? A million dollar memo. That's how Tourism Queensland announced its new contest, developed by SapientNitro Australia.

Workplaces the world over are competing for the prize of \$1 million in travel incentives. The goal is to make Queensland a top incentive travel destination, especially given the natural disasters that have plagued the region.

"Tourism Queensland and Tourism Australia have embarked on a wide range of marketing activities to tell the world that Queensland's tourism destinations are fully open for business," says Paul Bennett, national managing director, Australia, SapientNitro.

Promotional elements included a print and LinkedIn media buy, social media marketing, 55,000 branded coffee cups, and stunts in cities including Los Angeles, London, Shanghai, Taipei and Munich.

To enter, teams submit videos to Milliondollarmemo.com demonstrating why their business deserves to win a trip to Queensland. The contest has three phases: a top 50 shortlist, a final 20 list and an incentive challenge where reps from the final 20 travel to Queensland to compete in mini challenges. The winner will be announced on Aug. 31.

The campaign follows the highly-touted "Best Job in the World" contest Tourism Queensland launched in 2009, garnering entries from 197 countries. Both campaigns are part of a \$6.9 million four-year marketing investment.

MCDONALD'S GEO-TARGETS WITH TWITTER



With its massive franchise base and regionalized operations, McDonald's faces a challenge common to global brands – making its mass media as relevant to its local markets as it is to its national and even international ones.

To merge mass and local, the QSR giant has started beta-testing Twitter's new geo-targeted Promoted Accounts, which enables advertisers to reach users in particular metropolitan markets. It allows the brand to increase awareness around local initiatives such as limited time offers and regional menu items, Karin Campbell, senior manager, external communications, McDonald's Canada, explains. It's also being used to boost the QSR's CSR outreach.

The trial run kicked off prior to a number of brand initiatives, notably a hiring event in April and McHappy Day in May, when one dollar from the sale of every Big Mac, Happy Meal and coffee will go to children's charities across the country.

"Eighty percent of our restaurants are locally owned and operated by Canadians, so there was a great opportunity to really talk to where we are geographically," explains Campbell. **JP**



TACO BELL BATTLES BEEF DISBELIEF

Taco Bell's got a beef and it's with misconceptions surrounding...its beef. The Yum! Restaurants Canada brand's newest campaign seeks to clear the air and establish its quality cred with Canadians once and for all, especially following a recent lawsuit filed in the U.S. (later withdrawn by the plaintiff) alleging that its meat isn't up to USDA snuff. It garnered widespread media attention and set off a furor across the Twittersverse fuelling latent skepticism.

In the U.S., the QSR defended itself with an effort promoting education around its product, and Taco Bell Canada quickly followed suit, but Dan Howe, Yum!'s CMO, says the beef-defence strategy was already in development in both countries, as a result of brand image tracker exercises, before the lawsuit was filed. It just forced Taco Bell to take things more seriously.

"Taco Bell is a lighthearted, fun brand and we were going to address the issue in a lighthearted, fun way," says Howe. "When the lawsuit occurred we felt that wasn't the right tone so we completely changed it."

The campaign includes a TV ad created in the U.S. by Draftfcb and repurposed for Canada by Grip, in which actual Taco Bell employees tell the story behind its beef, as well as POS and promos at Tacobell.ca and on Facebook.

"In today's digital society, creating a two-way dialogue with consumers in many digital touchpoints, especially Facebook, is critically important, especially when you're trying to set the record straight," says Howe.

Led by Adrienne Chow, Yum!'s senior marketing manager, and Teresa Mui, associate marketing manager, the national effort launched in April with "Taco Libre," a week during which all Taco Bells across the country, as well as a travelling branded truck, gave out free Tacos. **JP**

INDIGO OFFERS PLUM REWARDS



Indigo has stepped up its game in the loyalty program department by offering a free one. Called Plum Rewards, the program works on a points system, whereby users earn 10 points for every dollar spent in the store, which can be traded in for money off future purchases (2,500 points equals \$5 off).

"It's so much more than just points, the rewards program really is about connecting with the customer on a very personalized level," said Indigo's VP marketing Deirdre Horgan at a launch event.

A user's Plum account will keep track of the purchases and make recommendations whenever they log in online or swipe their card at an in-store kiosk. They will also get personalized offers, such as extra points when they buy certain titles, based on their preferences or on deals Indigo makes with publishers and suppliers. The program will not replace Indigo's current paid program, iRewards, but will rather cater to those who may purchase less frequently, explained Indigo CEO Heather Reisman. Customers can choose one program or the other, but will not be able to join both.

The program will be pushed through Indigo's direct channels including its email database, in-store through signage and employees, via Facebook and Twitter, and on the Chapters Indigo website.

"We don't own the market," said Reisman, noting big competitors like Costco and Walmart, "and we believe that every single day we need to re-earn the loyalty of customers. What we do believe is that we are the authority on books, and in that we invest every waking minute of our lives." **EW**

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OUTSTANDING NEW CAMPAIGNS

BY JONATHAN PAUL

MAGNUM SEEKS AN HEIR TO THE EMPIRE

Canadians who enjoy the idea of VIP status are in for a treat.

Magnum luxury ice cream bars have arrived and the brand is searching for an heir to its empire.

The chosen one will be rewarded with a \$250,000 VIP experience, including \$100,000 cash, vacations to

Europe and New York City worth \$50,000 and a \$50,000 Holt Renfrew makeover experience.

"We did extensive research with our Canadian consumers and had them define what the Magnum lifestyle would represent," says Gina Kiroff, senior brand building manager, Magnum, Ben & Jerry's, Unilever Canada.

"That manifested as the life of the VIP, the rich and famous."

Ogilvy & Mather crafted a promotional backstory involving a search for the Magnum heir following the death of Baron Leopold Ferdinand von Magnum. To be considered, participants have to upload a video to the Magnum

Facebook page explaining, whilst eating a Magnum, why they deserve the prize.

Media partnerships with CTV and TVA – featuring news story segments announcing the search integrated into shows including *eTalk* and *Gala Artis* – will promote the contest during the first week of the campaign.

Print executions in *24H Montreal*, *7 Jours* and the *Globe and Mail* are also part of the mix.

The Canadian campaign stems from a global platform positioning the brand as one that bestows regal status upon those who eat its wares. An ad developed by Lola in Spain, which will air on TV and in cinema in Canada, features a woman who is treated like royalty while eating a Magnum bar – with a carriage, courtiers, the works.

OOH featuring transit stops decked out like throne rooms, complete with a butler, will support awareness during the summer. Unilever also nabbed real life heiress Ivanka Trump to help with promotional duties via an exclusive launch event and media blitz in Toronto.

advertiser: **Magnum**

global agency: **Lola**

Canadian agency: **Ogilvy & Mather, Toronto**

CCO: **Janet Kestin**

associate CDs: **Heather Hnatiuk, Noreel Asuro (former)**

senior AD: **Brian MacDonald**



You are cordially invited to submit your new, dead clever and previously unrevealed campaigns to Jonathan Paul, curator of *strategy's* Creative space, at jpaul@brunico.com.



CRIME STOPPERS EMPOWERS WITNESSES

Crime Stoppers Toronto is putting potential tipsters in the power position. A recently launched campaign encouraging calls reassures people that by protecting their anonymity the organization is giving them control over the criminals that plague their neighbourhoods.

Developed by DDB Canada's Toronto office, the effort includes a TV ad, print, OOH and wild postings. The commercial, emphasizing the powerful force of anonymous witnesses, depicts a man attempting to stick up a variety store, only to find that the clerk and customers are disguised by balaclavas. Spooked, he retreats to the streets, where everyone he encounters has their identity similarly hidden while his face is fully exposed.

The print, postings and OOH show criminals who try to mask themselves by covering their faces with articles of clothing like a bandana or hoodie, however their likenesses are printed on the material making it impossible to hide. They show that by giving tips people can help expose criminals.

"The idea of being anonymous turns the tables on criminals," says Daniel Bonder, copywriter, DDB. "So, for us it was really important to both attract attention to the cause and speak to why we need to give tips."

DDB developed the effort pro bono in collaboration with production and media partners who also donated their time and effort.

advertiser: **Toronto Crime Stoppers**

agency: **DDB Canada**

prodco: **Untitled Films**

post-production: **Alter Ego**

editing co: **School Editing**

audio: **Grayson Matthews Music + Sound**

stock/casting: **Fade to Black**

DOOH agency: **Onestop media**

photographer: **Frank Hoedl, Westside Studio**

printing: **Pristine Printing**

PR: **Michael Communications PR Group**

wild posting agency: **Grassroots Advertising**



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Corporate



Bio

Born: Montreal, QC. May 9, 1960

Education: Chemistry undergrad, followed by an MBA, McGill University.

Career: Klein's first job in the industry was as a junior media buyer at Montreal-based Wunderman in 1985. "Direct marketing was something that really interested me coming out of school," he recalls. "It was a great match up of quantitative, which is sort of the science part of me, and qualitative, the communications and advertising side." In 1991, he joined FCB Direct, where he rose through the ranks from account director to VP, strategic services. In 2006, he joined Aeroplan as general manager, marketing planning. He took on his current position of VP, marketing, one year ago.

Size of marketing team: 75

Right: Aeroplan staff recently joined CSR partner Veterinarians Without Borders in the field in Lao PDR.

AEROPLAN'S passion play

VP of marketing David Klein welcomes travellers to the club with a new positioning platform that taps into their desires for unique experiences and for doing good

BY MELINDA MATTOS

Considering that the average household participates in nine different reward programs, recent consumer research from Aeroplan should come as no surprise: Canadians are feeling overwhelmed by all the loyalty cards in their wallets.

"They feel there are too many programs [and] they don't really understand what makes them different from one another," says David Klein, VP, marketing, a five-year Aeroplan vet who assumed his current role a year ago.

In a market this crowded, it's tough to stand out. An independent survey of Canadian loyalty program members conducted by Maritz Canada recently found that only 60% of respondents were aware of Aeroplan, while 81% were aware of its competitor Air Miles. And both programs may be facing even bigger competition from the banks: Rob Daniel, Maritz Canada's managing director, loyalty and research, says that loyalty programs run by financial institutions have higher member satisfaction rates than coalition programs.

With shiny new offerings like the American Express Gold Rewards Card wooing consumers with the promise of restriction-free redemption, it's no surprise that Klein has been taking a close look at what matters most to members and what sets Aeroplan apart. In fact, market research conducted by the brand last fall provided the foundation for the company's new positioning platform, launched in April with the new tagline "Welcome to the club" (which replaced "Rewarding life"). The campaign by Cossette Montreal – which took over the brand's creative, media and digital last fall – focuses on what Aeroplan's members have in common: a passion for travel.

In the beginning, air travel was Aeroplan's only focus. The program launched in 1984 as a promotional tool for Air Canada's business travellers, and within a year, 100,000 frequent flyers had enrolled. In 2002, it was spun off as a wholly-owned subsidiary of Air Canada, and in 2004, a new brand identity launched, positioning Aeroplan as its own entity.

These days, Aeroplan has more than 4.5 million members, a number that Klein says is growing

year over year. With over 175 partners representing brands in the financial, retail and travel sectors, members can earn miles whether they're pumping gas, buying orange juice or sending flowers.

It's been five years since Aeroplan's last rebranding exercise, and as Klein points out, a lot has changed in that time. In addition to a more competitive market, consumer expectations have shifted and the program itself has evolved.

"Aeroplan has expanded beyond a frequent flyer program," he says. "We're offering our members more ways to engage and redeem."

But while Aeroplan's offerings have broadened to include merchandise rewards, the brand's consumer study found that the program is still perceived as being deeply rooted in travel – something Klein has no intention of changing.

"We remain defined by travel at our core, with experiential, merchandise and gift card rewards on the periphery," he says.

Klein says the new creative is an evolution of Aeroplan's 2010 campaign, which saw the company return to mass communications for the first time in several years. Led by the message "We put more people in more reward seats than any other Canadian reward program," that campaign focused on tangible strengths.

"Last year was really about reaching people's minds," Klein says. "This year is about reaching people's hearts."





A repositioning campaign launched in April focuses on exploring your passions while travelling.

"Our members have a passion for travelling," he says. "[But] it's not about going to the Bahamas, it's about going scuba diving when you're in the Bahamas. At the root of the positioning is that notion of exploring your passions."

For instance, if a member wants to visit Las Vegas, they can redeem their miles to fly there, but they can also use them for a helicopter tour of the city, Klein says. One ad plays on this notion, showing a helicopter's view of the city with the line "Our members get to see Vegas from a different angle."

While Aeroplan's merchandise rewards are also touted in the new creative, travel remains the anchor. "The obvious example is 'I'm redeeming for a digital camera today because I'm planning

to travel to Africa tomorrow,'" Klein says.

Travel photography is also the hook for a contest Aeroplan is currently running with *The Walrus*, which will see the winner receive 100,000 Aeroplan miles and have their image published in the magazine.

"This partnership builds on our commitment to be a large supporter of Canadian arts and culture," Klein says. Aeroplan is also a sponsor of the Juno Awards, Toronto's Luminato festival and most recently La Pietà, a 12-woman string ensemble. Since 2008, it's partnered with the Art Gallery of Ontario to offer the \$65,000 Grange Prize, recognizing the best in Canadian and international photography.

"We've been trying to raise the profile of

photography in Canada and around the world," Klein says. "Since [the *Walrus* contest] has a travel angle, it fits with our brand and also provides members with a way to share their own travel experiences."

Travel is also a key component of Aeroplan's CSR program, Beyond Miles. Celebrating its fifth anniversary this month, the program lets members donate miles to nine major charitable organizations that work abroad, including Athletes for Africa, Engineers Without Borders and the Stephen Lewis Foundation.

"It tends to be organizations with travel needs, so there's a strong relationship between what we can deliver to them and how they can use it," Klein says.

He adds that internal engagement with the Beyond Miles program is strong, with employees periodically joining a charity in the field to learn more about what they do and then sharing their experiences with co-workers. This spring, several staff members travelled to Lao People's Democratic Republic with Veterinarians Without Borders.

Aeroplan engages with charitable organizations on a grassroots level, too, allowing local groups to create a pooled account to which supporters can contribute miles. The organizations can use the miles for travel or for merchandise. As of 2010, members had pooled more than 57 million miles into more than 430 accounts.

Aeroplan is also thinking green with a rewards category that spotlights eco-friendly housewares, fashion and travel accessories. And in a loyalty industry first, it's introduced a carbon offset program that lets members use miles to offset flight rewards or everyday carbon emissions, with Aeroplan matching these miles by 20%. As of Jan. 1, 67 million miles had been redeemed in this way.

Of course, members aren't giving away all their miles. Last year, over two million rewards were issued, including 1.3 million flights. And this March, just in time for spring break, Aeroplan gave members a new way to redeem, introducing four chartered flights from Toronto to Fort Lauderdale.

"It was a way during the busy travel season to offer our members a unique experience and some additional access to the flights most members want, so access tends to be a little more difficult," says Klein.

For the charter flights, two Air Canada check-in counters were made over as Aeroplan counters and the gate area was decorated with branded signage. Specialized experiences like these ultimately drive member engagement, Klein says.

"We're hoping as the year progresses that we'll be able to do more of those," he says.

The airport environment is also a main focus for the new brand campaign, which launched with in-airport OOH as well as print, digital, social media and direct.

"It's important for us to be where our members are," Klein says. "That's our home." ■

Last year, Salty celebrated DDB's big win...

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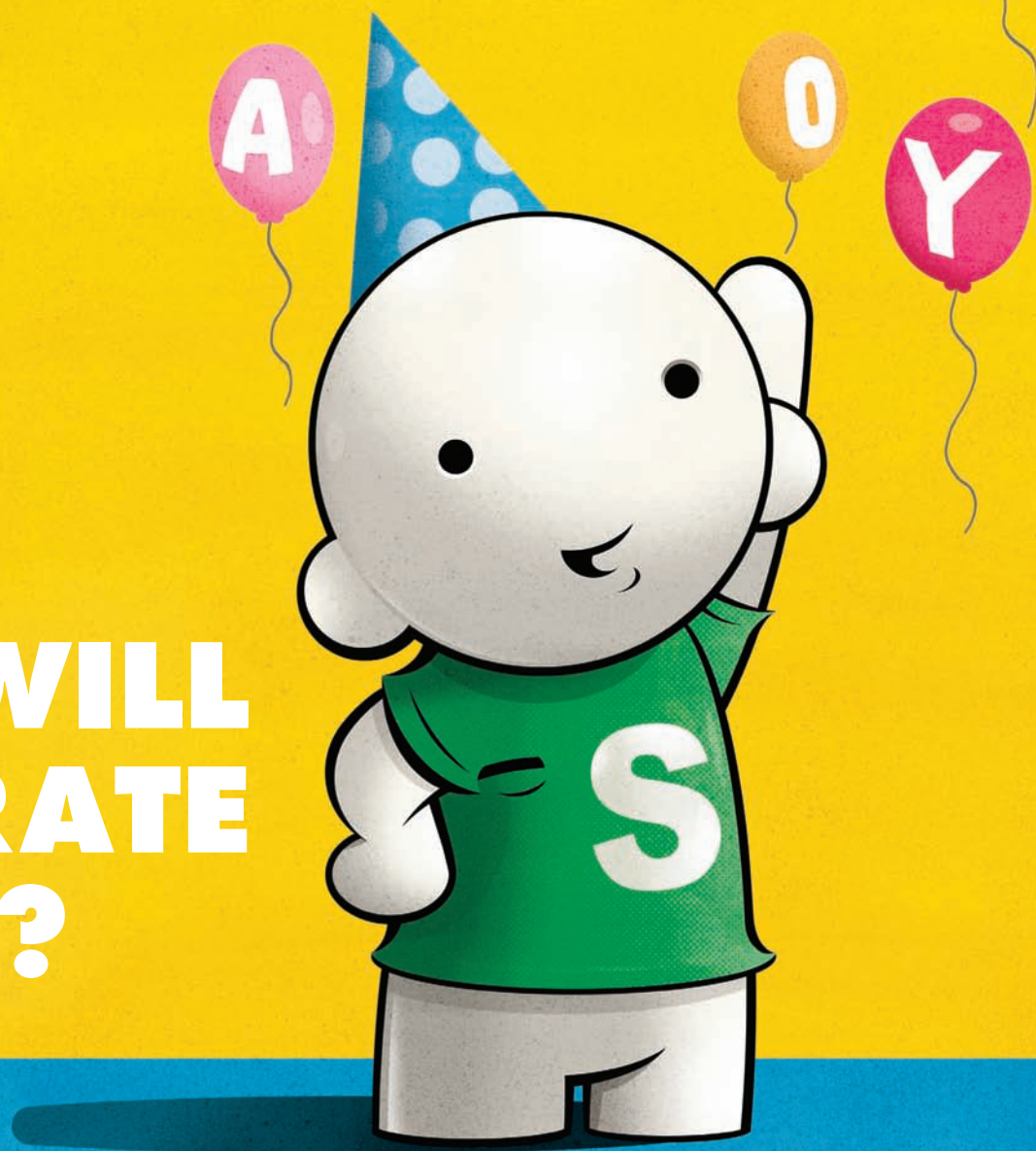


Illustration by Ryan Snook

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2011 deadline: May 16

For a shot at the shortlist, send us brief descriptions of your five best campaigns. For more info contact *strategy's* special reports editor Emily Wexler at ewexler@brunico.com or 416-408-2300 x. 245. A poll of Canada's top marketing and agency players will determine the shortlist, announced in June.

MAXWELL HOUSE BREAKS FOR OPTIMISM

BY JONATHAN PAUL

Maxwell House thinks Canadians should be more positive, and has introduced the “optimism break,” the newest evolution of its “Brew some good” platform.

Maxwell House began “brewing good” in 2008 by spending money on causes rather than polished TV commercials, producing one for \$19,000 that encouraged viewers to visit Brewsomegood.ca to nominate a charity. This latest iteration, also from Ogilvy, features TV commercials using the tagline “Optimism is contagious.” One spot, called “Jessica’s Daily Affirmation” (a home video that went viral on YouTube), features a little girl talking about all the things she likes in her life. Another features *The Book of Awesome* author Neil Pasricha. Meanwhile, on Facebook and Brewsomegood.ca, visitors can access a top 10 list of optimistic movies and a list of charities that have been helped since the campaign launched. Maxwell House is also projecting “Optimism Walls” in Montreal and Toronto, featuring an image of a coffee cup with an optimism meter.

People can vote online on whether they think the cup is half full or half empty. They will also be able to tweet uplifting messages to be displayed on the walls. The brand also launched a pop-up café in Montreal and held an event in Toronto featuring visiting optimism ambassadors. We asked **Israel Diaz**, CCO, Y&R Canada, and **Jennifer Petty**, head of communications at Wind Mobile, to tell us how optimistic they are when it comes to Maxwell House’s latest “Brew some good” effort.



OVERALL STRATEGY

Diaz: It seems oddly sacrilegious to be replacing the long-standing Maxwell House tagline “Good to the last drop” to begin with, but when Ogilvy Toronto conjured up “Brew some good,” they managed to build on that original notion while making the brand more contemporary and relevant with today’s Generation G mindset (G for generosity). It’s a brilliantly simple, powerful and ownable platform that has strong emotional potential.



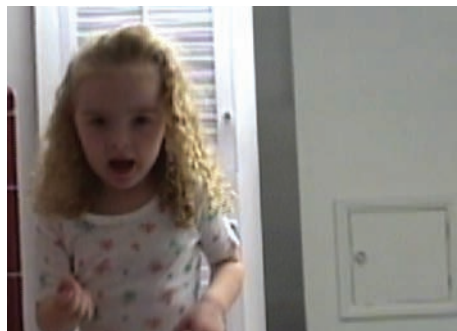
Petty: Excellent. Timely. Refreshing. Maxwell House is building social awareness in the hearts and minds of Canadians and what better way to do so than to be there at the proverbial waking moment. The brand has taken a very grassroots approach that reflects the quiet confidence of Canadians, our belief and commitment to doing “good” around the world. It takes an often lofty goal and makes it easy to get involved.



CAMPAIGN ELEMENTS

Diaz: A 30-second TV spot simply doesn’t allow enough time for viewers to get emotionally connected. The message of “Optimism is contagious” on top of the “Brew some good” idea also leaves a lot of mental work for Joe Consumer. The dedicated YouTube channel and Facebook page will undoubtedly face stiff competition from other “feel-good” videos, blogs and articles. And since it’s coming from a major brand, there’s a risk of this iteration coming off as more opportunistic than optimistic.

Petty: What a truly clever way to approach optimism at a time when we could all use a healthy dose of it. We can all see ourselves in Jessica’s affirmation – or at least I can. This spot truly tugs at the heartstrings. I saw the father and son spot on Facebook for the first time and it sent shivers down my spine. What better place to build social awareness in the hearts and minds of Canadians than through social media?

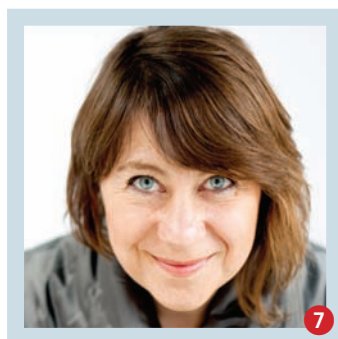
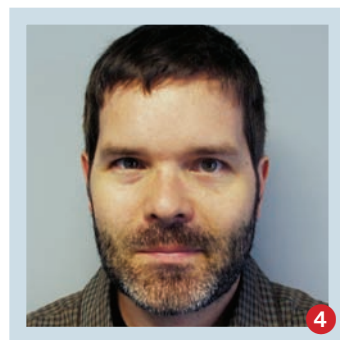


HALF FULL, OR HALF EMPTY?

Diaz: For me, the campaign was at its purest when it first launched: “help us find a way to do more good with the money we saved by not doing a slick commercial.” It was simple, honest and it felt active. But offering an “optimism break” adds a layer of complexity to the overall idea, which, had they stuck with it, probably could have remained fresh, yet single-minded, for a couple more years. Also missing this time is the call for consumer involvement and dialogue as encouraged in the first round of creative, returning them to the role of spectator instead of participant. And whether intended or not, this iteration now positions Maxwell House as an aggregator and reporter of all things good/optimistic versus being active leaders and creators of it.

Petty: This campaign leaves me asking myself, where do they go from here? I can’t wait to literally see and experience what’s next. I think “optimism” is a unique approach and thoroughly campaignable. It’s a solid, ownable foundation from which Maxwell House can springboard tactically in different directions, yet maintain their consistency of message and the integrity of their idea. I believe, as I have said throughout, that “optimism” is something we can all use a little more of and I don’t think I’m alone in this sentiment. Is it half full or half empty? I say: the cup overfloweth.

advertiser **Maxwell House**; agency **Ogilvy & Mather**; CDs **Nancy Vonk, Janet Kestin**; writer **Siobhan Dempsey**; AD **Nick Burton**; producer **Tessa Waisglass**; interactive agency **Trapeze**; CD **Mike Kaspro**; strategic planner **Jonathan Litwack**; associate CD **Mark Rozeluk**; account supervisor **Kim Le**



Stellar advertising executives to represent Canada on the Cannes international juries

Seven of Canada's top advertising professionals were recently selected to help judge the industry's best global talent at the Cannes International Festival of Creativity. We're proud to announce the following Canadian executives will join the group of internationally esteemed judges to award the coveted Lion trophies to the world's best advertising talent:

- **Christina Yu** *Executive Creative Director, Red Urban* – **FILM JURY**
- **Christina Brown** *VP Creative, CloudRaker* – **CYBER JURY**
- **Antoine Bécotte** *Creative Director, Cossette, Montreal* – **DIRECT JURY**
- **Paul Little** *Creative Director, TBWA Vancouver* – **RADIO JURY**
- **Mark Sherman** *Executive Chairman, Media Experts* – **MEDIA JURY**
- **Christine Dacyshyn** *Senior Copy Writer, Ogilvy & Mather* – **PROMO & ACTIVATION JURY**
- **Hélène Godin** *Creative Director, Partner, Sid Lee* – **DESIGN JURY**

Andrew Saunders, Vice President, Advertising Sales, The Globe and Mail, which is the official Canadian Representative for Cannes Lions, noted, "Our judges have earned a rightful place on the world stage, and we look forward to seeing Canadian creativity earn the top awards in Cannes."

Go to www.globelink.ca/cannes to learn more about entering or attending the Cannes Festival.

Bringing CSR into focus

Spotlighting social issues that align closely with their brand identities, Shoppers Drug Mart unveils its Women platform, while Campbell Canada finds a tangible new way to help feed the hungry with Nourish

BY MELINDA MATTOS

From developing savvy umbrella branding to creating a lightning rod CSR-centric product, brands are pulling focus closer than ever these days. Similar to past sponsorship consolidation cycles, CSR has evolved from bandwagon-leaping to the use of a more refined approach – one that hammers home a brand's corporate identity while doing good in the community, creating products and programs that lead change rather than follow.

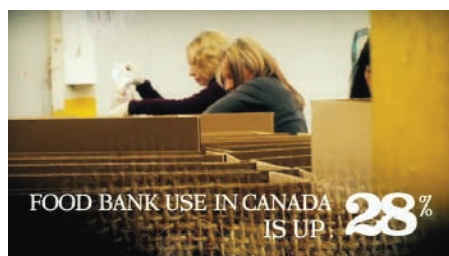
In March, Shoppers Drug Mart announced a new platform that would bring all of its CSR efforts together under a single thematic umbrella for the first time in the retailer's history. The new Women initiative – a commitment of more than \$40 million over five years – is focused on improving the health of women in mind, body and spirit.

"Historically we've made very broad and very diverse investments across hundreds of charities so it diffused the effort," says Sandra Sanderson, SVP, marketing, Shoppers Drug Mart. "We felt we needed to have more focus and more impact."

The Women platform includes the Tree of Life program, which solicits donations for local women's health charities at the store level; the Shoppers Drug Mart Weekend to End Women's Cancers, a 60 km walk for cancer research in cities across Canada; and sponsorship of toll-free new-mom hotline Motherisk, online community FacingCancer.ca and mental health site WomensHealthMatters.ca.

"For us, it's important to support what our organization really cares about: health," Sanderson says, adding that 80% of Shoppers Drug Mart customers are female, and the majority of employees are as well. "Women tend to look after everybody else before they look after themselves. We believe that it's important for her to be taken care of, because when she's healthy and well, we all are."

The new CSR platform was unveiled alongside a national survey of more than 1,100 Canadian women, which found that women at all life stages ranked personal health and the



health of their families as their most important life priorities. It also found that 68% believe women's health is underfunded in Canada and only 38% feel they're surrounded by a network of people who prioritize their own health.

While these stats are bad news for women, they reveal a potentially ownable chunk of CSR turf for Shoppers. As Sanderson notes, "We would really like to be recognized as one of Canada's leading supporters of women's health."

After test-marketing the platform with its employee base, Shoppers launched Women with a national newspaper campaign featuring creative by Manifest, PR by National and the media buy handled internally.

The April 2011 issue of *Glow* magazine, which Shoppers Optimum members receive in the mail, was also focused on women's health, with three pages dedicated to the Women initiative. For the first time, a free digital version of the magazine was made available on the retailer's website.

Awareness was also raised via Facebook (where the brand has almost 21,500 likes), Twitter (3,770 followers) and direct email to consumers.

At the store level, staff have been briefed about the platform and are wearing buttons, with pamphlets available at the register.

"In-store is key," Sanderson says. "There's been a significant employee engagement effort... Their pride is critical to our success."

As Lisa Gibson, director, communication and corporate affairs, Shoppers Drug Mart, points out, employee engagement has always been a big part of the retailer's CSR contributions. "It's not just about a financial donation, which is obviously really important. It's also a lot of our employees rallying to attend the walks or volunteer their time to help out," she says.

The Tree of Life program – in which customers can purchase a paper leaf, butterfly or cardinal that is displayed in-store – also allows each store's associate-owner to decide which local women's health charity will benefit from donations. (In the past, any health-related charity was eligible for the program.)

"We want the stores to have empowerment, and a sense of accountability," Gibson says. Since 2002, Tree of Life has raised over \$14.7 million, with 373 local women's health organizations supported in 2010. This program also allows Shoppers to continue to support diverse charities while reframing the focus and resources into the more impactful umbrella program.



Above and top left: Campbell's Nourish brings the issue of hunger into focus, with an online video to raise awareness. Top right: About 1,000 Shoppers employees participated in the brand's Weekend to End Women's Cancers last year.



When it comes to the strategy behind the new platform, “having that emotional connection to the customer is important,” Sanderson says. “She loves us as a store. This allows us to create a deeper connection. It also allows her to feel more connected to other women.”

As Sanderson notes, “We have been committed to community investment and CSR for years, however this is the first time we’ve approached it as an integrated strategy.”

Campbell Canada, on the other hand, is no newbie when it comes to focused CSR. Since 2004, Campbell’s has been committed to “Extraordinary, Authentic Nourishment for All,” a platform broken down into three planks: help alleviate hunger (including work with food banks), assist Canadians in choosing and preparing better meals (through recipe development and distribution) and strive for positive nutrition (as seen in the brand’s sodium reduction program).

“Because of who we are and what we make, we felt that we should take a lead role in helping to alleviate hunger,” says Mark Childs, VP marketing, Campbell Canada.

For more than a decade, Campbell’s has been working with Food Banks Canada, and every year the company donates over a million pounds of food. Last year, it cemented the relationship with a multiple-year partnership that sees the brand donating funding and human resources as well as supplies.

But perhaps the most tangible example of Campbell’s work to alleviate hunger is a new product called Nourish. Billed as the first complete meal in a can,

Nourish has a pop-top lid and a 24-month shelf life, can be eaten at room temperature and doesn’t require the addition of water – making it suitable for both food banks and disaster-relief situations where clean water might not be available. Offered in a vegetarian and meat variety, it’s the first consumer product to be made using a new, protein-rich grain called naked oats, developed by Agriculture and Agri-Food Canada scientists and grown in Manitoba.

The idea for Nourish was first developed after Campbell Canada employees participated in a global think tank on food security held at McGill University in November 2009. Although they were there to talk about the company’s work in sodium reduction, they came away with the belief that they could do more.

“When we started working on Nourish, it was literally employees who stepped



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forward and said, 'I'd like to do this over and above my existing role,'" Childs says.

The product was launched in March with a donation of 100,000 cans to Food Banks Canada, with suppliers including Keystone Foods, McCormick Canada, Pulse Canada, Norampac and Silgan Containers donating ingredients and packaging supplies for this initial run.

"We haven't taken the traditional CPG route," Childs says. "For us, the product is an embodiment of our commitment to hunger and this particular cause in CSR. We felt that as an organization that is obviously bottom line profit-oriented, we can't be successful in alleviating hunger if we do it alone."

Campbell's placed ads in the *Globe and Mail* and launched a social media campaign, announcing that if Canadians joined the conversation about hunger on Facebook and Twitter, it would donate up to 100,000 more cans. Users could have a can donated on their behalf by "liking" or sharing the Facebook page, posting a comment, tweeting with the hashtag #Nourish or watching a two-minute video called "The Story of Nourish." The creative was done by BBDO in Toronto and Soulsight in Chicago. OMD handled media, Crucial Pictures made the video and Weber Shandwick worked on PR, social media and creative copy (all in Toronto).

Five weeks into the campaign (which wraps up on Hunger Awareness Day, May 31), 85,000 additional cans had already been donated, and 7,000 "likes" had been added to the brand's Facebook page. About 1,700 posts had been made, 90% of which were positive, with comments like "Nice to see a company who gives back to the communities that support them" and "Thanks Campbell's for doing your part." The video had been viewed almost 18,000 times, with 95% of viewers watching it from start to finish.

"[Although] the purchased media was only two *Globe and Mail* ads, we've garnered over 15 million impressions in media," says Childs. "It's definitely sparked the passion."

Childs says this is a conversation people aren't used to having. "Just shy of a million Canadians every month are using the food bank but I don't know that many Canadians would know that," he says. "It's almost a 30% increase in the last two years. We wanted to spark the conversation because at the end of the day we can only help alleviate hunger if Canadians want to be involved."

Social media seemed like a natural way to engage the public, Childs says, adding that his team was inspired by the way SunChips has leveraged social media.



Shoppers Drug Mart focuses its new CSR platform on women's health.

Although Nourish was specially designed to be useful for food banks, it's also launching in supermarkets this month, where Canadians can purchase it for their own use or to donate. For each can purchased, 25 cents will be donated to the United Nations World Food Programme and the net profits will go toward creating more Nourish for those in need.

Childs says the public response to Nourish so far has been encouraging.

"As a 20-plus-year marketing experience guy, I haven't seen anything spark this way in a long time," he says. "I think it's because it's authentic. As a food company we do have this lead role to play."

In addition to doing good, he says the CSR program allows Canadians to rediscover the 80-year-old brand and see how it's grown.

"Our hope is that our journey in sodium reduction over the last seven or eight years has piqued Canadians' interest," he says. "We're a company that wants to be relevant today and wants to be Canadians' partner and advocate for healthy living."

For Campbell Canada, the focus on alleviating hunger isn't just a charitable platform – it's a fully integrated plan that's woven through everything the company does – and Childs says that kind of focus is invaluable.

"From a business strategy and employee engagement point of view, but also [in terms of] the impact one can make, I think focus is a good thing. I don't think you would've seen the innovation and fresh ideas we brought to the table had we not been focused," he says. "It helped us break through." ■

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The shortlist will be announced in June, and the winners will be selected by a jury of industry experts.



BY EMILY WEXLER

A few years have now passed since CSR became “trendy,” with seemingly every brand claiming to be good for the environment, or the community, or whatever they could attach their names to. And like most trends, consumers have started to feel the fatigue, with sales of products claiming to be environmentally friendly on the decline, and an increase in shoppers who don’t believe their claims, according to a study by U.S. research firm GfK Roper.

It isn’t surprising, then, that three of this year’s Cause + Action winners are programs that have proven themselves over time. The awards, now in its fifth year, celebrate brand plans that are “Changing minds. And matter.” This year’s big winner, Hellmann’s, has been spreading its Real Food Movement since 2007, and Cadbury and Purina also added new dimensions to existing programs to make it to the top five this year. These brands are raising the bar by setting new standards for things like real ingredients and responsible sourcing. Those who don’t follow are in danger of falling behind.

Two new programs, for Bell and Stanfield’s, tackled serious health causes in very different ways. They prove that whether you’re a huge media company or a Nova Scotia-based undergarments manufacturer, you can still strap on a cape and save the day. If the cause is true to the brand and the message is spread creatively, success follows.

All submitted cases were judged by a panel of experts, chosen for their marketing and CSR cred, who examined each one based on brand DNA, uniqueness, awareness, legs and overall commitment to the cause. Their scores determined the top five winners, who all prove that in a society plagued by greenwashing and false promises, a few superheroes can emerge from the darkness and shine a little light.

cause+action

HONOURING CSR BRANDPLANS THAT ARE CHANGING MINDS. AND MATTER.

Hellmann's champions the Real Food Movement



INSPIRATION

Hellmann's prides itself on being made with real, simple ingredients – eggs from Quebec and Ontario, canola oil from the Prairies and vinegar. It's this commitment that guides the Unilever brand's journey to bring more real food to Canadians.

In 2007, Hellmann's began a mission known as the Real Food Movement to help Canadians enjoy more real, local food, and started giving back through an Urban Gardens program.

In 2009, it escalated the giving with a large donation to Evergreen, a non-profit dedicated to greening cities, in honour of an Eat Local awareness campaign (as well as a beautifully animated viral film that uncovered shocking statistics about the Canadian food system's foreign reliance).

Following this focus on gardening and local food, 2010 presented a new challenge for the brand – how to help Canadians understand the importance of eating real food made with simple ingredients.

STRATEGY

After conducting research to better understand Canadian attitudes, Hellmann's learned some startling facts: 92% of Canadians with kids felt it is important to eat real food, yet only 6% were making all their meals using only real food. The brand believed they could play a role in motivating consumers to take action.

So Hellmann's looked at the barriers Canadians face – time, education, access and money – and devised a strategy rooted in helping consumers overcome those barriers, connecting more Canadians with real food.

EXECUTION

To "talk the talk" at the most basic level, Hellmann's started with the product itself. It announced the removal of several unpronounceable ingredients in Hellmann's Half the Fat mayonnaise-type dressing, as well as a switch to 100% Canadian free run eggs in the same product.

Hellmann's also continued its relationship with chef, TV personality

and real food connoisseur Chuck Hughes to drum up excitement. Hughes created real food recipes and online videos, and embarked on a broadcast TV tour to show Canadians just how easy and fun it is to eat real.



Finally, to make a difference on the food landscape at a grassroots level, Hellmann's lent a hand to Canada's most passionate food advocates. The brand donated \$100,000 to 23 initiatives across the country to help Canadians and their families connect with real food. The winning projects included school lunch programs, farmer's market initiatives, sandwich-making competitions and even a roving greenhouse that taught children all about where their

OVERALL WINNER



food comes from. The brand used these advocates to inspire others to participate in their own way in the movement.

The agency teams executed an integrated marketing campaign that included PR (Harbinger), digital (Dashboard), advertising (Ogilvy) and in-store activities (OgilvyOne). Media strategy and investment was handled by PHD and Mindshare. All channels drove consumers to Realfoodmovement.ca where they could learn how to eat more real food.

RESULTS

The program garnered over 1,300 applications to the grants program and 41.7 million earned media impressions through PR outreach. Hellmann's dollar volume increased year over year since campaign launch: ahead 5% in 2007, 7% in 2008, 14% in 2009 and 7% in 2010. Total Hellmann's market share grew to 48.8% by the end of 2010, exceeding the brand's targets for the year. From January 2006 to October 2009, consumer perception of Hellmann's as being "made from real and simple ingredients" grew from 26% to 48%.

The brand is poised to build on this momentum and continue championing the Real Food Movement in 2011 and beyond.

JUDGES' COMMENTS

"Hellman's significant sales and market share growth are proof positive this campaign delivered 'real results.' Going forward, Hellman's can build on this success and strengthen its claim of being a leader in providing Canadians with healthy food grown close to home."

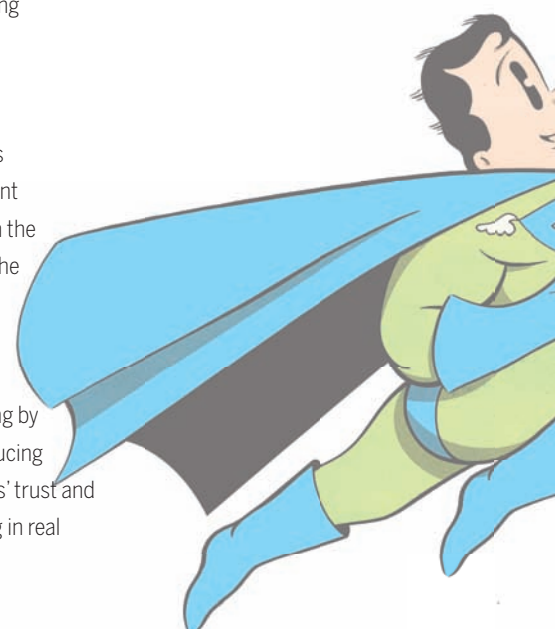
Bill Kennedy, LCBO

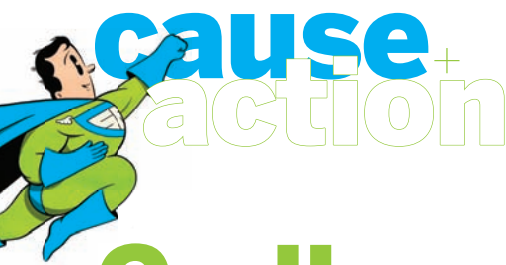
"The local food movement was in its infancy when Hellman's undertook their efforts in this area. Their Real Food Movement wasn't the bandwagon effort we see from so many brands in the environmental CSR arena. They are participating in driving the movement by providing awareness, knowledge and money."

Pamela Ross, Sunnybrook Foundation

"Hellmann's Real Food Movement is a positive case of leading by example. Starting internally with their own operations, producing products with real ingredients, which gained their customers' trust and support for following in the right footsteps, and participating in real food initiatives."

Sarah Dayboll, Fairmont Hotels & Resorts





Cadbury cycles change



INSPIRATION

From its Victorian beginnings to modern initiatives like the Cadbury Cocoa Partnership, which aims to improve the lives of cocoa farmers, and its Unicef Halloween program, Cadbury has been quietly giving back for quite some time.

Yet, on the promotional front, the focus has always been the candy. The confectionery co bundled all its chocolate, gum and candy offerings into one interchangeable "total confection" promotion after another. It offered up cars, trips and cash but had failed to connect with consumers or create any lasting affinity.

Cadbury wanted to break that cycle. There was an appetite to create a corporate promotion that could actually drive equity for the Kraft brand, and that was inextricably linked to what they were all about as a company.

STRATEGY

Cadbury's corporate values were directly in line with their millennial target's – it's in the business of providing joy, and its corporate philosophy is all about spreading it. So what if small purchases could make a big difference for those in need?

EXECUTION

The search for a unique and authentic way to give back led Cadbury to bicycles. In Canada they represent joy in the form of fun, fitness and fresh air, but in less fortunate parts of the world they represent hope, opportunity and occasionally survival. The goal of the program was to build 5,000 specially designed bikes and deliver them to Africa. The company would send these bicycles to Ghana where Cadbury has sourced its cocoa for over a century.

In 2009, the program's first year, Cadbury educated Canadians on the need for bicycles and showed them how they could get involved. Working with The Hive, it created Thebicyclefactory.ca, an online virtual factory where consumers turned Cadbury products into bike parts. One product equaled one part, and 100 parts equaled one bike.

In 2010, it set out to show the impact that the bikes had on their Ghanaian recipients. It was a story deemed too big for a traditional campaign alone to communicate, so Cadbury set out to create a documentary. With the help of Frantic Films in late 2009, it enlisted Alexandre Trudeau and Booker

Sim to direct a doc on the power of bicycles entitled *Wheels of Change*. It aired on CTV on Oct. 2. This non-traditional approach was accompanied by a small print buy that featured portraits of children that were now able to get an education as a result of the program. Television was used to deliver a simple message of thanks and encourage participation.

RESULTS

Since its launch, The Bicycle Factory has blown away its revenue targets with 42% higher sales than previous corporate promotions, making it Cadbury Canada's most successful total confection promotion to date.

The documentary aired on 24 CTV stations with viewing numbers that beat out that day's episode of *Grey's Anatomy*. It has also been selected for the Africa World Documentary Festival in the U.S. and shortlisted at the London International Documentary Festival.

While not targeted through media or advertising, Canadian students embraced the program. As a result, as Cadbury heads into year three, it will be adding Bicycle Factory 101 to the program. Educators will now be able to download materials and



curriculum to help educate kids on the power of mobility in developing nations.

Most importantly, it succeeded in educating consumers that the need for bicycles is real and the cause has been embraced. Since the program's inception Cadbury has delivered over 9,000 bicycles to Ghana. Children who previously had to walk 12 km a day to get to school now arrive on time and have the energy to learn.

The Bicycle Factory opened again last month (in case this inspires you to build).

JUDGES' COMMENTS

"The brand promise is not hyperbole and is not unreachable; there is a lot of authenticity in the simplicity. We all know that changing the world comes one step at a time; this campaign helps change the world one bicycle part at a time. Profoundly simple and quietly impactful."

John Yorke, Rain43

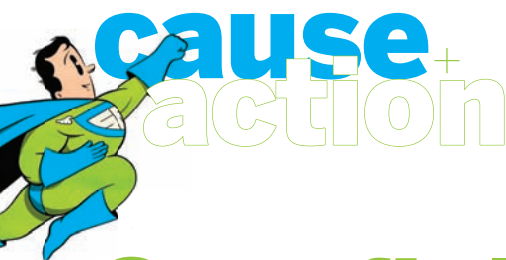
"I love that Cadbury uses this promotion to support Ghana, the source of its basic ingredient, cocoa, and the fact that this is a country that needs help desperately makes it all the more right strategically."

Jacquelyn Hoult, Canadian Red Cross

THE HIVE 



Kudos to **Kraft Canada** for their commitment to **The Bicycle Factory** and for believing that doing good is just good business.



Stanfield's battles cancer in its underwear



INSPIRATION

Stanfield's Underwear is an independent, family-owned company from Truro, Nova Scotia that has been "supporting men" for over 150 years.

Through information provided by the Canadian Cancer Society, it was discovered that testicular cancer primarily affects men under the age of 35. Stanfield's felt this message needed to get out, especially with the 99% curability rate upon early detection. To reach these men in a meaningful way, Stanfield's launched a campaign that would catch the attention of the demographic, and those who cared for them, based on the brand's philosophy of "We Support Men."

STRATEGY

The goal was to create a campaign to reach this younger demo that would serve as a launch pad to develop a long-term community for Stanfield's, and create meaningful conversations around testicular cancer awareness and other issues relevant to young men.

EXECUTION

Through an effort conceived by John St., the website Guyathome.com introduced the world to "The Guy at Home in his Underwear." Testicular cancer survivor Mark McIntyre spent 25 straight days at home, live, on

camera, wearing nothing but his Stanfield's underwear. For every Facebook "like" that Mark received, Stanfield's donated a dollar to the Canadian Cancer Society in support of testicular cancer awareness.

Viewers could encourage Mark and participate in various interactive functions such as a live chat with him, review daily highlight videos and have the ability to comment on his online journal. The public could also donate money through a series of challenges, eventually raising enough for Mark to fry bacon, get his chest waxed and get a tattoo. Social media platforms such as Facebook, Twitter and a YouTube channel kept viewers in the loop.

RESULTS

The Guy at Home in his Underwear garnered 45.7 million impressions with coast-to-coast coverage (calculated with reach numbers from MRP) and more than 52,000 "likes" on Facebook (more than twice the goal) in 25 days. The biggest spike in "likes" came when articles ran in the *National Post*, the *Globe and Mail*



and the *Toronto Sun*. There were 226 stories and 50 interviews throughout the campaign spanning online, broadcast and print, from the end of September until Oct. 30, 2010, and more than 20 outlets ran more than one story – all at a cost per contact of significantly less than \$0.01. Also, George Stroumboulopoulos crashed the Guy at Home's blind date following pre-launch media relations.

The website had 1.3 million page views with viewers tuning in for more than three million minutes (over six years of viewing time) and Stanfield's became the fastest growing branded Facebook page in Canada.

Over \$52,000 was raised for testicular cancer research in 25 days, and the guy barely had to get off the couch.

JUDGES' COMMENTS

"Outstanding awareness was achieved throughout a campaign that went well beyond any cause marketing initiative I've seen in a long time. Great job showing your 'support' for cancers below the waist, Stanfield's. You've definitely provided a great case study for some good marketing briefs."

James Temple, PricewaterhouseCoopers

"A company that has been in business for over 150 years could appear to be somewhat conservative, but they reached out and used new media to produce fantastic results. They also benefited from well-deserved press. A great sharing of stories which results in strong loyalty to the brand."

Jo Ann Ely, IBM

Bell tackles tough topic

INSPIRATION

One in five Canadians suffers directly from issues related to mental health, but there is still a huge stigma around mental illness. Many people will not get the help they need because they are simply too afraid to talk about it. To make matters worse, mental health issues have traditionally been underfunded while costing the nation's economy over \$51 billion every year due to lost productivity.

For the first time in Canada's history, a large corporation took the cause under its wings. Over the next five years, Bell has pledged to donate \$50 million to mental health initiatives across the country. However, it also wanted to engage Canadians to take part in the cause.

STRATEGY

Bell set out to build on what its core business is about – telecommunications – as well as its message to consumers: "Life just got better." It wanted to capitalize on an activity that people are repeatedly doing – talking and texting – and give them a reason to do it even more. Bell also wanted to make donating support for mental health effortless, and to associate the cause with a charismatic, credible spokesperson.

The big idea emerged: Bell would get people to "talk" for the cause. The act of communicating became the main idea that led not only to a message and a creative execution, but also triggered the mechanics that would get people to act/donate.

EXECUTION

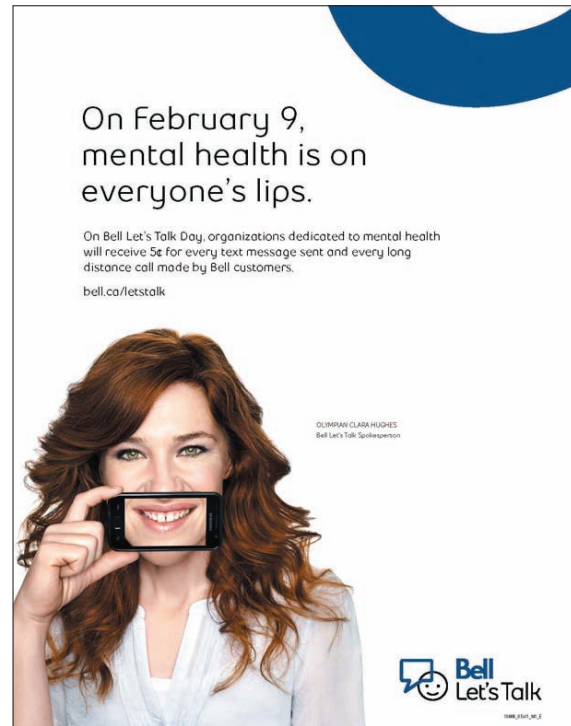
Clara Hughes, a six-time Olympic medalist who has her own personal story of depression, was chosen to be Bell's spokesperson for the cause. A simple but compelling approach was taken: put Hughes's world famous smile front and centre, and sign, "Let's talk."

The national integrated campaign by Lg2, with media handled by Media Experts, ran from Jan. 17, to Feb. 9, 2011, with a message encouraging people to talk and text for the cause on Feb. 9. For each text message sent and long distance call made on that day by Bell and Bell Aliant customers, \$0.05 was donated to mental health initiatives.

The campaign launched with before and after print executions, and included TV, OOH (billboards and digital), web banners and website (created by Teehan + Lax), in-store, rink boards and digital signage in the Bell Centre, radio and PR, which included Hughes on CBC's *Hockey Night in Canada*, CTV's *eTalk* and *Canada AM*.

RESULTS

Bell recorded its largest number of text messages sent and long distance calls made in one day. On Feb. 9, Bell and Bell Aliant customers talked and texted 66,079,236 times (the previous record of 52 million was set when Sidney Crosby scored the gold-winning goal at the Vancouver 2010 Winter Olympic Games). In just one day, Canadians



raised \$3,303,961.80 for mental health initiatives.

Bell is looking at renewing this initiative in the future, with the potential to create a greater impact through relevant partnerships.

JUDGES' COMMENTS

"Targeting mental health for cause-related efforts was an exceedingly brave choice for Bell. The significant brain and money resources that went into this campaign signaled to consumers and mental health advocates that Bell's commitment to this issue is legitimate and clearly driven from the top."

Pamela Ross, Sunnybrook Foundation

"Bell's 'Let's Talk' campaign made use of their core business to advance their social responsibility efforts, which made them stand out. Taking the risk of tackling an issue which could be viewed as controversial, Bell was able to assist those who may have otherwise hesitated to open up in the past. The Olympian spokesperson provided the pragmatic life example bringing the campaign to life with its consumers."

Sarah Dayboll, Fairmont Hotels & Resorts



Photo:
John Londoño (Rodeo)



You started much more than a conversation.



Bell's Let's Talk campaign really worked to improve awareness for mental health. Thanks to the 66,079,236 texts and long distance calls made by Canadians, Bell was able to donate \$3,303,961.80 in addition to the \$50 million they've already committed to their mental health initiative.

Congratulations on behalf of your agency partners:

jam

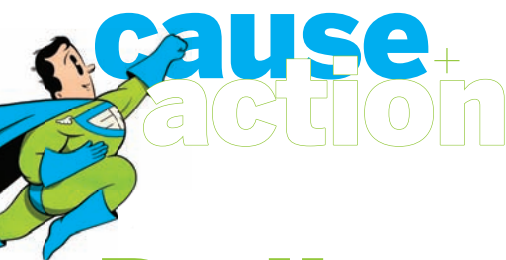


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Pedigree helps pooches



STRATEGY

For the past two years, the Pedigree Adoption Drive has supported dog adoption while contributing to improving the lives of shelter dogs. Moving into its third year, the Mars brand wanted to expand its focus to show people that they have the power to make a real difference in the life of a shelter dog, while incorporating a donation mechanism to reach their \$50,000 consumer-driven donation goal.

INSPIRATION

Many people have a desire to help animals in need, but finding the time or resources to do so often proves difficult. To make helping

easier, Pedigree took the one thing it had in abundance – dog adoption stories submitted by real people – and turned them into a way to help.

EXECUTION

Working with Proximity Canada, Pedigree used a simple, engaging animation style, voiced by Kurt



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Browning, to tell the true stories of five adopted shelter dogs. For every view that "Adoption Tales" got, Pedigree donated \$1 to partner shelters across Canada.

Few things are easier than watching a video online, so attaching the donation mechanism to the videos made sense for Pedigree. The videos became immediately shareable, further increasing their views and introducing the Pedigree Adoption Drive to audiences not normally reached through traditional Pedigree channels.

RESULTS

Shortly after launch, Pedigree had already almost hit its goal of 50,000 views and \$50,000 donated. Since the launch more than 275,000 visitors have spent an average of 10 minutes on the site.

Consumers picked up the videos immediately, spreading them across Facebook, Twitter, the blogosphere and beyond. For Pedigree, this campaign and creative was unlike any they had run before, and the speed at which they reached their donation goal was unlike any they'd seen before as well.

JUDGES' COMMENTS

"Great extension of brand relevance to an important cause. This is the bull's eye of the emotional space of the brand and their consumer. I love the use of authentic stories to strengthen the connection to supporting shelter dog adoption."

Dino Bianco, Kraft Canada

"What a refreshing way to look at how storytelling can help bring a campaign to life. It's a great way to empower your target market to share their thoughts, experiences and ultimately drive growth within the business."

James Temple, PricewaterhouseCoopers

Real Partners Harbinger + Hellmann's

Thrilled to be part of the Movement.



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Dino Bianco

President, Kraft Canada

Bianco has been president since 2005, and has been with Kraft since 1990, having held several senior roles across virtually every Kraft business. He is the chair of Food and Consumer Products of Canada, sits on the board of The Grocery Foundation and is the cabinet chair for Food and Packaged Goods for the United Way of Greater Toronto. He also sits on the Kraft North American Leadership Team and the extended Kraft Global Executive Team.



Sarah Dayboll

Manager, environmental affairs, Fairmont Hotels & Resorts

Dayboll plays an instrumental role in the strategic advancement of Fairmont's Green Partnership program, recognized internationally as the most comprehensive in the lodging industry. She joined Fairmont in 2007, with past experience concentrated in the environmental sector, including positions with the Ontario Ministry of Tourism and Recreation. She is a committee member of the Sustainable Travel Leadership Network, a member of the Green Meetings Industry Council and an executive committee member for the International Tourism Partnership.



Jo Ann Ely

Manager, brand system marketing, IBM

Ely has been with IBM for over 25 years, having held a number of management roles in sales and marketing. Her responsibilities include advertising, sports and entertainment marketing, and the IBM Canada website. In 2011, IBM will celebrate its 100th year, and Ely is leading the centennial activities in Canada, a key element of which is the Celebration of Service. This program is designed to help IBMers improve the communities around the world where they live, work and learn by volunteering their service.



Jacquelyn Hoult

Senior communications manager, Canadian Red Cross

Hoult is responsible for the evolution and marketing of the Canadian Red Cross brand. She has more than 15 years of marketing experience, including managing national client and membership programs for MD Financial (subsidiary of the Canadian Medical Association), the Canadian Bar Association and Canada Post, and has leveraged her expertise on industry committees such as Investment Funds Institute of Canada (IFIC). In the private sector, she has worked with agencies such as McCann Erickson and BBDO Toronto, and with clients including Ontario Hydro, Wrigley, Johnson & Johnson and Kodak.



Bill Kennedy

Executive director, corporate communications, LCBO

Kennedy, who has more than 30 years of experience in communications, joined the LCBO in 1992 as director, corporate communications and was named executive director in 2000. Kennedy and LCBO Corporate Communications have received more than 90 awards in juried competitions, many of them international. He received MADD Canada's Citizen of Distinction Award last September for championing LCBO's efforts to help prevent drinking and driving and raise funds for MADD Canada.



Pamela Ross

CMO, VP communications, Sunnybrook Foundation

Ross has worked in advertising and marketing for over 20 years, focusing her work in the not-for-profit field since 2002. Prior roles included senior marketing positions at WWF-Canada and Plan Canada. Before her entry into not-for-profit, she worked for a number of advertising agencies on brands such as CIBC, Sprint, Jeep and Hewlett-Packard, among others. Ross's business and marketing achievements have been recognized both nationally and internationally.



James Temple

Director, corporate responsibility, PricewaterhouseCoopers

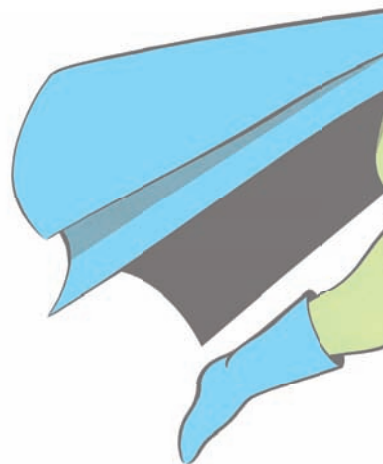
Temple leads PwC's Canadian Foundation, directing its development of strong corporate-community partnerships aimed at helping the Foundation fulfill its mission to build and empower community leadership. Temple has held previous roles at the RBC Foundation, Direct Energy North America, and at various agencies within the not-for-profit sector. He is currently co-chair of the Association of Corporate Grantmakers and serves on the board of directors for the Ontario Association of Food Banks.



John Yorke

Partner, president, Rain43

Yorke is president of Rain43, a full-service agency that positions itself as "Building Brands. Building a Better World." Over the course of his career, he has held various strategic, creative and executive positions, and has founded and managed agencies. He's also attempted to bring a seventh NHL franchise to Canada. Yorke has worked with clients such as Microsoft, Canadian Breast Cancer Foundation, LCBO, WWF, MTV and PBS. He has lectured at the Rotman School of Business, Centennial College, Laurier University, University of Waterloo and the University of Windsor.





Roof roof, bow wow wow, roof!*

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* Scan to translate what Chloe's saying to her friends at Pedigree


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'I have dyslexia and I get this thing called Pattern Recognition; I need information from a lot of different people to give me an idea that I can implement. So hanging around the Gutter Bar late at night, with all sorts of people with diverse opinions from around the world, is where a lot of my ideas are formulated.'

Bob Greenberg
Chairman, CEO, Global CCO
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Photo by Carolyn Coles

TAPPING INTO TECHNOLOGY

HOW TODAY'S SOPHISTICATED TECHNOLOGY CAN HELP DRIVE RETAIL ADVERTISING RESULTS

When it comes to retail advertising, flyers are still king. Yes, the medium seems almost antiquated in the era of tablets, e-readers and smart phones. But just because it's a traditional medium doesn't mean it can't benefit greatly from today's technology. Thanks to advances in technology, it's now easier than ever for advertisers to deliver highly targeted ads to the right consumers at the right time. With tools that enable advanced store-level data collection and precision geo-targeting, advertisers can target more effectively while actually saving money.

Of course, it's incredibly time-consuming to stay on top of every advancement that may or may not help you get more out of your advertising dollars. With that in mind, we've assembled a team of experts who have their fingers on the pulse to spotlight what you can't afford to ignore.

Our panel of experts includes Philippe Guay, VP of Toronto National Sales at Quebecor Media Inc.; Lisa Orpen, director of marketing & corporate sales at Metroland Media; Alain Courville, general manager, distribution – digital initiatives at Transcontinental;

Greg Baxter, director of publishing sales at Postmedia Network and Dave Rodgerson, senior marketing manager, retail industry, North America at IBM.

How can today's technology and software help retailers improve their marketing communications and ultimately drive results?

Orpen [Metroland]: The point of sale data collection is extremely important for the retailers to gain insight into their customers' buying behaviours, as well as other behaviours. With that information they can more effectively execute a targeting strategy. In addition to that, when a customer has a loyalty program, the information that they can collect is gold, and mining that helps develop further engagement with those customers.

Courville [Transcontinental]: Today's technology is focused a lot on measurement. We've been hearing a lot, for a long time now, about ROI. Technology enables us to measure at a fairly granular level. For instance, profile the individuals, where they're

coming from, what their social demographic is, and associated consumer behaviours that can be used to better target certain market segments precisely. From a technology perspective, it can really drive an individual message to an individual.

Baxter [Postmedia]: I would agree. Today's technology has come a long way and really allows the retailers to target to a much greater level. Understanding the consumer is crucial. It's ground zero so to speak as far as the information collected at the store level. It's all about the ROI and understanding how those behaviours

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Quebecor Media Inc. (QMI) is the largest newspaper publisher in Canada, with hundreds of national titles that reach millions of Canadians each week through its Sun Media chain. QMI distributed more than 1.5 billion flyers across the country last year, and can offer advertisers unique, cost-effective packages that cover everything from media planning to ROP and online ads to targeted flyer printing, insertion and distribution. It also offers cross-media opportunities via its national online network canoe.ca and broadcast properties like TVA.

QMI's printing and distribution capabilities, coupled with its media platforms, deliver a value that is unmatched when it comes to helping retailers maximize their marketing budgets. It has recently introduced Map Track software in select markets, a GPS verification tool given to route supervisors that enables clients to track their flyer deliveries online in real time.

Through its well-respected subsidiaries, Alex Media Services and Messageries Dynamiques, QMI can provide unparalleled expertise and a wealth of best practices when it comes to flyer delivery. QMI offers features including a verifiable delivery system, in-house distribution analytics via Geographic Information Systems (GIS), a supervised carrier force and targeting by Forward Sortation Area (FSA), Dissemination Area (DA) and Local Delivery Unit (LDU).

can be translated to a return on the marketing dollar.

Courville: And the multiple points of contacts, as well. In the past it was a flyer at home. Today it's the flyer at home, still, but you've got the web and the mobile wherever people are going, so it's really becoming prevalent in people's everyday lives.

Rodgerson [IBM]: We're finding that marketers are mashing media. By that I mean they're taking all of the different forms of media that are there, whether it's television, the web, tools like the telephone, and they're bouncing consumers from one to the next. So you might see a flyer that has a QR code on it, which sends consumers to a web site. There are a number of opportunities right now for retailers to take all of these different types of interactions and deepen the relationship with the consumer.

Baxter: That connects with Postmedia's "Digital First" strategy, which doesn't mean print last. It means that the consumer is engaging in our content in different ways. We need to have the platforms, whether it's an iPad or a mobile phone and so on. We have to be in that space, and that's certainly where we're seeing a lot of our growth.

Guay [QMI]: With technology now you can reach customers you probably could have never reached before. You look at the Groupons, the Waglows, leveraging items like FourSquare. You've got people that are exposed to your brand or your store that might have never been before because of technology.

Baxter: It will be interesting to see how Target's expansion into Canada will affect digital. They're very sophisticated in the U.S. and probably one of the leading retailers in the States as far as digital marketing platforms.

Why is properly leveraging store-level data so important when it comes to optimizing marketing communications?

Orpen: I think it just further helps the targeting approach. It's the high-powered rifle as opposed to the shotgun. Certainly leveraging that store data – as advertising budgets are being stretched, the more opportunities retailers have to explore other areas. They really need to ensure what they're doing now is effective, and all of the other media they're experimenting with are extremely measurable. So if you don't have that store data, your programs are less measurable.

Rodgerson: We showed the Digital Greeter at the Retail Council of Canada's store event last year. It has a camera built into it that allows it to discern the presence of the audience standing in front of it, and to some extent identify the demographic. So it knows the difference between a male audience and a female audience, ethnicity to some extent, and age. If the person standing in front of it is a female, it's going to show a Dove ad. If it's a bunch of teenage boys in front of it, it's going to play an Axe ad. So now instead of just being able to measure the effectiveness of the promotion, with tools like this we're actually able to manage and influence the buying decision.

Courville: Correlating the data of the point of sale with the flyer program that was there for that week is very important. The history can be kept on file and used for future marketing communications so that a year after, if the same kind of products come back during spring season, maybe you'll give more space to the product that

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performed well the year before versus the one that provided more savings or a more appealing margin to the retailer, because if you sell more you do more at the end of the day.

Guay: A lot of it right now is about timing. You can time your offer based on the time of the day, on the time of the year, etc. For example, Kroger in the U.S. will have special offers at the end of the day to attract people who are coming home from work who have to prepare meals. The data now has been pushed and used a lot further than just what's the right price or right assortment.

How are they communicating these time-of-day offers?

Guay: A lot of it is through email. A lot of people are obviously investigating mobile opportunities. Golf Town is an interesting example. You saw it a lot this weekend through the Masters Golf Tournament. They fired a couple of emails through their LeaderBoard Membership Privileges Program that were very well-timed with the ads that were also on-air during the Masters. If you're a golf fan, you're watching the Masters, you're part of the LeaderBoard program, and you see the same guys playing the same driver it might drive you to go buy the driver.

What specific types of technology can help retailers maximize their marketing communications?

Rodgerson: We had an interesting example recently with Metro grocery stores, where they had piloted a new form of kiosk that they called Shop to Cook. As you approach the thing you would see this plasma screen that would show you all of these great meals that were being produced with their products. You can print off the recipe, a store map and coupons. Retailers didn't have to pay for the kiosk, it was all funded by the advertising that was being done by the CPG companies. It was a great way to get a lift on the products that they had.

Orpen: I think the QR codes bring so many print media to life in that you follow that through right to the store experience. It's great for food items. Essentially it's mirroring the sampling in-store, there are just no limits. As soon as you scan it it's like having a virtual demo in front of you. I think that's really exciting.

Guay: The problem with that is to train consumers. There are so many different variations of codes and different technology. It's a very low percentage of the population who have actually figured out how to scan and use them.

Orpen: We're certainly in the right environment, though. I think over half of the people by next year will have smart phones, so more than any other country in the world, we're better suited for that type of technology.

The media landscape has changed so much over the past several years. What role do flyers play in this evolving media environment?

Baxter: We have seen an increase, and continue to see increases, in the overall volume of flyer distribution for Postmedia. As much as we talk about all of these other opportunities and platforms, we certainly from a trending point of view still see flyers as a crucial media choice, especially amongst retailers. It's the

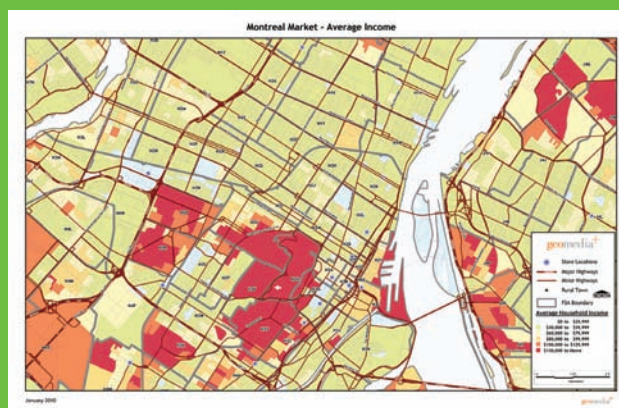
number one choice for media for retailers. I think it's very simple, it works for them.

Courville: I can second that. Even on top of that, we're finding with some retailers that their flyer online is creating more traffic than the actual homepage of their website.

Orpen: I third that. We continue to see gains in our flyer sales, which is astonishing considering the huge volumes that they're already at. It continues to be a great mechanism to push an advertising message out. What has changed is the ability to then receive an online flyer that is more like a pull. As companies develop sophisticated targeting programs, with that there is going to be some inherent missed opportunity. It offers a safe gap to essentially provide a flyer to everybody.

Guay: Same here. You hear all the doom and gloom around

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Metroland also created Flyerland.ca, Canada's number one website for flyers, coupons, deals and products that reached 2.5 million unique visitors last December. Flyerland goes well beyond posting pdf versions of flyers online: it offers an engaging, fully interactive experience that includes elements like contests and product search in addition to relevant, localized flyers that keep people coming back each week. Flyerland's audience is comprised of 75% female readers with an average household income of \$80,000.

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flyers and it's still a growing business. Every year you have a few retailers that didn't have a big flyer program that decide to increase it or create one because they didn't have one. For Canadian consumers, it's a ritual. Depending on who's in the family, the mom will look at groceries, the dad will jump on the Canadian Tire flyer, the kids will jump on electronics to see what's the latest and greatest in terms of video games. It goes beyond shopping. Consumers have created that habit. Retailers just want to see what's going on.

Rodgerson: And with more and more opportunity to tailor these online flyers, the return on investment becomes even higher because now you're targeting the customer with merchandise that they've said they have a specific interest in, and you're going to be

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much more successful with drawing them into the store with that.

Baxter: I think on the digital side there may be opportunities for departments to add content on a digital version where they weren't able to in the past. It would be interesting to see the response that they get if they have the digital version only appear as part of the online version and not have it run in print.

Orpen: We've certainly experienced that with Flyerland.ca. Advertisers are increasing the frequency of the flyers available on our site, Flyerland, but it's certainly not replacing what they're doing on the street. There's no distinction on Flyerland, whether it's a flyer on a ROP ad. They can both be displayed.

Why are flyers still relevant? Why do consumers still find them so appealing?

Guay: Flyers are a great vehicle, and there are no other alternatives right now that deliver the type of ROI that retailers are looking for.

Baxter: The cash register rings. It's really simple. Anecdotally I hear from retailers that they use it because at the end of the day, they see a measurable increase in traffic and sales after having executed a flyer. That's consistent. If this ever moved into a digital or tablet type of distribution, my mom would be somebody who wouldn't be getting that message anymore. There's a huge amount of population base in Canada that still use traditional media. We've got an aging demo. Certainly there's been more and more growth in terms of penetration of the digital, but the reality is still the bulk of Canadians would prefer to receive a physical copy of something.

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Rodgerson: It's a bit of our culture. It's almost entertaining to sit there with your cup of coffee and go through flyers. It's like window-shopping at your kitchen table.

Baxter: I think it is cultural, because you don't see the same acceptance or level of sophistication in distribution in the U.S. as you do in Canada. In fact, prior to Wal-Mart launching in Canada, they had no plans to be flyer distributors in this country. Until you actually come up here and realize that this is a huge media, you have to be part of it because your competitors are certainly going to be. It's interesting to see how U.S. retailers coming into Canada look at our market and really need to almost change their strategy. I know we've seen that in several cases.

Orpen: We're very time-strapped. It seems that our lives are getting busier and busier. For some people it's the only ability to sample and view products from so many different retailers from the comfort of their kitchen table. It is browsing through products and window-shopping, where people just don't have the same time to go out and shop for a day or several times during the week.

Courville: Just imagine families eating almost the same thing every week or so, from a fooder's perspective, or the grocery perspective, it's a way to do your menu for the week and get potential ideas about what to cook for the family. A lot of those ideas come out of the flyer content that's there on a weekly basis.

What are some best practices for marketing with flyers today?

Orpen: One development we're seeing which always should have been there is a definite strategy to prospect customers that they're not currently getting. Although it's important to communicate to your current customers and your high-potentials, (it's vital) to constantly be looking for ways to add to your customer base. And again with the analytics, that's just getting easier and easier to do.

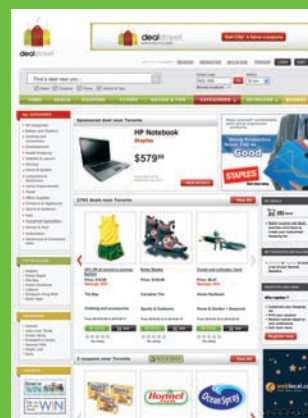
Courville: I think one avenue that has been taken by some retailers more and more has been to personalize the flyer or the version of the flyer that is distributed. In spring, it's gardening season, but it probably doesn't appeal as much to multi-dwelling residents. I think that the content itself should be tailored from a geo location perspective.

Guay: What works is integration. Look at Loblaw's, when they launched their Insider's Report. It's totally integrated between the flyer, which will push the Insider's Report, all of the promos that they have, whether it's ROP in newspapers or radio, pushes the fact that hey, we've got a new Insider's Report, and you go at store level and if it's Christmas, it's all of the new Christmas products from President's Choice. So it's fully integrated from every single touch point, starting with the flyer all the way down to store-level. It's about integration.

Baxter: You're starting to see some more unique creative. We're seeing different ways in which retailers are trying to differentiate themselves. It's something that augments an overall media strategy and it's not something that should be looked upon as just something that goes to the door with price points.

Looking ahead

Canadians love their flyers. That, coupled with the fact that a significant portion of the Canadian demographic is older and



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accustomed to a weekly ritual of flipping through printed flyers, means that the tried-and-true medium isn't going anywhere anytime soon. But that doesn't mean flyers can't greatly benefit from today's broad range of advanced tools. Leveraging sophisticated technology can help you improve your results by leaps and bounds.

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To explore the new wave of talent and the big ideas they're bringing to Canada's mediascape, *strategy* asked media agency execs to identify their next stars. Check out who made the shortlist and what they've been up to in this two-part feature. Stay tuned for the final batch of contenders next month, and watch for the overall winner, who will be chosen by the *strategy* Media Agency of the Year jury and announced this fall.

BY JONATHAN PAUL

NEXT MEDIA STARS

The print prodigy **Noah Vardon**, strategy supervisor, Starcom



Claim to fame

When it comes to concocting nifty newspaper executions for clients, Starcom strategy supervisor Noah Vardon is no slouch. In a medium many are giving up for dead, Vardon sees nothing but potential.

"I think there's still a lot of flexibility," says Vardon, and indeed his successful track record executing on behalf of TD Bank Group is a testament to that kind of positive thinking.

In November, Vardon worked with national commuter daily *Metro* to help TD to launch a "Diversity Guide" in Toronto and Montreal. It was targeted at newcomers to Canada who often take public transit to find their way around. The eight-page pullout book focused on different aspects of life in Canada, and included interviews with Phil Bowman, SVP, corporate marketing, TD Bank Group (Toronto), and Dan Demers, associate VP, TD Canada Trust (Montreal), who provided their thoughts on financial solutions TD can offer new Canadians.

"The creative spoke to the idea that we actually [understand] there are different communities and they have different interests," says Vardon. "I think one of the challenges is getting people to take the content with them. You have to ensure that you're giving them something valuable."

The "Diversity Guide," a first of its kind from a financial institution,

reached 780,000 commuters, and followed on the heels of another successful execution Vardon had spearheaded in the *Toronto Star* in September. He brought a section opener – travel – to the front of the paper for the first time with ads that reflected the editorial content.

Working on the insight that Canadians start thinking about winter travel soon after summer,



the execution included "10 Great Fall Destinations," promoting TD Points as a great way to pay for a getaway.

Vardon also had success with newspapers in 2009, when he conceptualized an execution to promote the travel reward benefits of TD's First Class Visa. It featured a transparent overlay depicting a couple being blocked from the travel sections in the *Toronto Star* and *Globe and Mail* with copy on the other side reading, "Don't let your travel rewards card keep you from getting the deals in this section." Card sales following the

execution spiked 29%, 13% above set objectives, and it earned a place on the shortlist at Cannes.

Vardon's media savvy isn't just restricted to newspapers. In February he led the launch of TD's "Now Open Sundays" effort through Super Bowl ads and a sponsorship of *Glee*, which aired after (both of which helped TD reach over 60% of the Canadian population in one day).

About Vardon

Originally from St. Thomas, ON., Vardon went to Carleton University, taking marketing and finance with a minor in French at the Sprott School of Business, and did a one-year stint at Soleil Business School in Brussels. After graduating in 2006, Vardon landed a job as a financial analyst with George Weston Bakeries. After a year there, he began interviewing with media agencies. It was then that he met former Starcom CEO Lauren Richards, who brought him aboard.

Do you think newspapers are creatively tapped out?

"A perfect example [of how] papers are not dead is the relaunch of the *Globe and Mail*. They're now using new paper, new ad units, they have a beautiful website, an iPad version and a mobile version. I think newspapers are very much alive. It requires people to embrace digital as part of that equation. There has to be a synergy between the two."

The integration expert

Shahnaz Mawji, supervisor, communications strategy, Carat



Claim to fame

Unlike the creators of *Toy Story*, Shahnaz Mawji, supervisor, communications strategy, Carat, didn't use computer animation to bring Barbie and Ken to life, but she managed to get them A-list celeb treatment nonetheless.

When tasked by Mattel to reintroduce Ken by celebrating his 50th birthday last fall, continuing the momentum created back in 2009 when the brand celebrated Barbie's 50th, Mawji and her team employed a strategy that involved positioning the two iconic toys as real life people.

They accomplished this by continuing the story of Barbie and Ken's breakup in 2004, chronicling the ways Ken was trying to win her back, all the while leveraging the dolls' iconic status to establish them

to life in our media executions so people could get involved in Barbie's romance with Ken."

Mawji orchestrated never-done-before content integration executions with *eTalk*, creating four segments chronicling the breakup, and Ken's subsequent attempts to win back the affections of his long-time gal pal. The first was a teaser to spark buzz about Ken's efforts, which aired back in October during Toronto's Fashion Week. The next status update aired in January, and on Valentine's Day *eTalk* ran a segment that announced to the world the couple's reconciliation.

Mattel has historically put an emphasis on tying Barbie to fashion and has hooked up with fashion magazines before, but for Ken's 50th, Mawji decided to put a distinctively new spin on it. She arranged a piece in *Elle* that showed the couple sporting Canadian designer duds (featuring looks created especially for the dolls) while visiting notable Canadian destinations – like Fidelity Jeans at the Calgary Stampede and Shan swimwear at Tofino Beach in British Columbia.

"It was very cool, and what was important to us was to make it relevant for the readers, so it wasn't just about the dolls at the end of the day, it is about real designers and real trends," says Mawji. The effort also included a variety of print ads featuring a celebrity news angle in publications including *Metro* and *Hello* magazine. The campaign wrapped up at the end of April, so results were pending at press time.

Another of Mawji's favourite projects was for Fisher Price's "Best Little Laugh" promotion. The campaign encouraged mothers to showcase their baby's laugh by uploading videos of their jovial tots on Fisher-Price.com for the chance to win prizes. Mawji organized a four-page gatefold print ad in *Parents Canada* that had an embedded

sound chip. When readers opened the ad they were treated to the delightful peals of a baby's laughter. It was the first time that a sound chip had been inserted in a national Canadian magazine, and prompted over 1,000 video uploads.



More on Mawji

Mawji, 27, took advertising at Sheridan College in Oakville, ON., and after graduating in 2005 landed a job at M2 Universal as a media planning assistant. She joined Carat in 2008.

What's been your favourite cause-related effort?

"We do a lot with Barbie promoting education. It's called the 'I Can Be' line of Barbie dolls and it's all about careers. We did an 'I Can Be' campaign last year – we rewarded a Registered Education Savings Plan (RESP) – encouraging girls to dream big and to realize their potential. It was really about the message that Barbie is aspirational. We're actually doing 'I Can Be' as an evergreen Barbie division and we're working on something this year that's all about female role models, empowerment, encouraging moms, and giving them the tools to help their daughters along their way."



Mawji helped Ken win Barbie back with media buzz (above) and engaged parents with Fisher Price's "Best Little Laugh" competition (top right).

in the minds of Canadians as an "it" couple in pop culture.

"For so many people Barbie and Ken are real," says Mawji. "All the elements were playing off of that fact and it was about bringing that

The partnership producer

Chris Swanson, media buyer/planner, MEC



Claim to fame

MEC media buyer/planner Chris Swanson has developed quite the flair for concocting successful recipes for Cara restaurant brands, and it's not because he used to be a chef. After only three years in the industry, he's developed a knack for whipping up strategic partnerships that result in effective custom executions.

A holiday season promo for Cara's gift card is a recent example. Swanson arranged a contra deal that saw 130 \$75 Cara "Bon Appétit" gift cards for Swiss Chalet, Milestones, Montana's, Kelsey's and Harvey's given away through The Weather Network. Morning show personalities from the channel's national and GTA broadcasts posed questions pertaining to the restaurants and viewers were driven to The Weather Network's Facebook page to post answers. If they heard their name during a subsequent morning broadcast, they were directed back to Facebook to claim a gift card prize.

The effort was promoted online



Swanson arranged a Cara gift card giveaway with The Weather Network (above) and introduced Swiss Chalet to the world of curling (top right).

through Twitter, Facebook ads, YouTube videos and on-air.

"We assumed that around Christmastime people are checking the weather more

because they have more personal plans," says Swanson. "They have some avid fans on The Weather Network that are pretty active [digitally], so we assumed it would work out."

The gambit paid off. Not counting TV mentions, the effort created over 110 million impressions for the "Bon Appétit" gift card and Cara brands, and there was a total of 2,091 fan "likes," 4,801 comments and 3,248 posts.

When Swanson is faced with clients who aren't initially sold on trying something new, he isn't a



chicken about persevering, evident in a deal he arranged between Swiss Chalet and the sport of curling during the lead-up to the Vancouver Olympics. Initially Swiss Chalet was wary of the idea – curling is typically watched by Canadians over 40 while the target for Swiss Chalet in this case was 25 to 54 – but Swanson and his team convinced them it would work, citing Olympic hype as a catalyst for success.

"NBC said after the 2006 Olympics, curling was the second-favourite sport to watch," says Swanson. "I assumed that because Canada tends to be very good at curling, and we had a great chance to take home a gold medal, it would likely blow up."

The partnership saw Swiss Chalet establish a meaty presence through a national sponsorship of the Grand Slam of Curling, which included the "Double Takeout Contest" (named for a curling term).

Developed in collaboration with Toronto-based iSport Media and Management, it encouraged rotisserie chicken-loving curling enthusiasts to go online every time they saw a double takeout on TV and enter for the chance to win a Swiss Chalet gift card. Videos and billboards featuring some of the curlers on the tour, including Olympic gold medalist Marc Kennedy, encouraged viewers to enter. Online, print and radio ads, as

well as in-program, on-venue and grassroots sponsorship promos were also a part of the package.

The partnership culminated with the Grand Slam of Curling approaching Swiss Chalet at the 11th hour to take over title sponsorship of one of its events, now known as the Swiss Chalet National.

TV audiences exceeded estimates that season by 25% with most of the increases falling in Swiss Chalet's adults 25-to-54 demo. It received 3,732 unique contest entries, with an overall total of 16,902, and of the unique entries, 50% opted in for future contact. The brand is currently negotiating to take the sponsorship into its third year next winter.

Swanson's story

Swanson, 30, is originally from Cobourg, ON., but spent most of his life in the GTA. He graduated from Brock University, then became a chef, working at Oak Heights Estate Winery under chef Peter Gosling. Citing a decline in passion for the culinary arts, he went back to school to take advertising and media sales at Humber College. From Humber, it was on to MEC.

What's something you're particularly proud of?

"Changing the media habits of people watching curling. Before, there was never a reason to go online."

AN EXIT INTERVIEW WITH **PETER JEFFERY**

The co-founder of Gee Jeffery & Partners looks back on four decades in the business, including two at the helm of GJP

BY MELINDA MATTOS



Twenty years after joining forces with Alan Gee to found Toronto-based Gee Jeffery & Partners (GJP) – and almost six months after the agency surprised everyone by rebranding as Blammo – Peter Jeffery is stepping down from his post as president and CEO.

Jeffery started his career with Allied Lyons in the U.K., before joining Ted Bates in Montreal in the early 1970s. A position as the agency's account director on Nabisco and Colgate Palmolive brought him to Toronto, after which he became senior VP international in New York. When Saatchi & Saatchi bought Ted Bates in 1986, Jeffery returned to Canada as a partner at MacLaren Advertising.

After launching GJP in 1991, he built up the new agency with account wins that included Rogers Wireless, Canadian Airlines, TD Bank, Peoples Jewellers, the LCBO, Vincor and the Canadian Toyota Dealers Association. He led an expansion into the U.S. in 2000, opening offices in San Francisco and Cincinnati. Recent years have seen Jeffery acting as an advisor to a new group of owners led by ex-DDB CD Andrew Simon.

As Jeffery rides off into the sunset this month, we asked him for his parting thoughts.

You've spent 40 years in the advertising industry. How has it changed in that time?

My memory is that 40 years ago this was a gracious, thoughtful and brilliant industry. And one that commanded considerable respect. Today it is occasionally some of those things but none of them consistently. I don't think that is because the industry lacks talent. It still sparkles with creative genius and real consumer insight. But lack of time, lack of intellectual discipline and lack of integrity have all cost us the position we once held and still aspire to.

How has GJP changed over the years, aside from the name change to Blammo?

I'd like to say that GJP has been immune to the culture changes that have rocked the industry, but that would be the ad man talking. So, a little guilty of some of the above. But because we have been independent and masters of our own destiny, we have mostly been change leaders for the better. For instance, we incubated an online company in 1999 – well before the digital universe was recognized by all. We brought branding and design into GJP at about the same time. Our media director leads our engagement and social media discipline. Forward-thinking is something that Blammo will pursue under the mantra of

"thoroughly unexpected." It's good to know this will continue under an exciting new leadership.

What were your goals for GJP when you first launched the agency?

My goal, frankly, was a bit arrogant. I wanted to show the industry how to build a really successful independent agency without "pandering" to whatever the fashion of the moment was. I think we did that. Alan and I became a "new business machine." A string of high-profile account wins vindicated my belief that being a hip boutique was not a necessary ingredient to success. But I'm not sure that it ultimately was the right goal. Today I would prefer that the goal be to build an agency that digs deep, really listens and creates based on what it has heard. It's surprising how few agencies can do that.

If you had to do it all over again, is there anything you'd do differently?

Over the years we had a fantastic complement of people. Robin Heisey, Brett Channer, Angus Tucker, Ana Dixon, Kevin Pfuhl, Lisa Greenberg are all exceptional talents, as were so many of their colleagues. Finding a way to completely integrate talent like this into the company, its ownership and its culture is something I would spend a lot more

time on in a hypothetical restart. Over the years, we also won a lot of clients that were challenger brands only to see them be acquired or merged. So I think I would put “change of control/golden parachute” clauses in all client contracts! I did that just once. Not nearly often enough.

What’s the accomplishment you’re most proud of?

Definitely that I built and then rebuilt the business. Once was great but to do it a second time, after we had our “annus horribilis” in 2000, was something I’m really proud of. Not many people know that in 2000, we were hammered by client mergers, acquisitions and remakes; Canadian Airlines, Cantel, Peoples, TD, Silcorp – they were all big clients for whom we were doing great work and suddenly 70% of our revenue was gone. But Alan and I dug deep and quickly rebuilt. Fairly soon after that, we were named “One of Canada’s 50 Best Managed Companies.” That is certainly something I am proud of given that many in the industry thought we were down and out.

What was the most memorable project you’ve worked on?

In 1997, we persuaded Cantel to let us create a campaign, under the guise of a mock movie trailer, asking patrons to turn their cellphones off in theatres. It became an epic campaign. Theatre patrons literally stood up and applauded. We won Lions and Clios for this work and then we syndicated it in the U.K., Australia, New Zealand and South Africa. That paid for the entire production and we had also persuaded Cineplex to run it gratis as a public service. The whole thing cost Cantel not one penny and we made some good money on the syndication.

What are your plans now that you’re stepping down?

There will be a lot of travel this year and next, including a motorcycle tour of Cambodia, Laos and Northern Thailand, if my wife okays that, and some sailing in the Virgin Islands. I have two consulting projects, both of the “help me build my business” type, that are immensely interesting and will need some time over the next year or so. I’d like to do more of that, including some industry-related work, and still have plenty of time for the golf course.

What advice do you have for the team at Blammo?

Be true to the things that really matter to clients, starting with listening well and telling them firmly when they are wrong or when there is a better idea.

Any other last words you’d like to share?

As a final word to the industry: bring some focus back to the kind of research and analysis that studies why and how consumers choose brands and buy from them. Apparently, purchase decision modelling isn’t cool today. Yet it is one of the most fundamental tools for understanding consumer behaviour. My advice: you cannot create effective campaigns and generate measurable results unless you understand “how people buy things” – which was the title of a booklet I wrote once for GJP and will likely be the focus of some consulting I do in the future.

Tales from the trenches

“Peter was always uncannily smart at new business. One of our biggest wins was getting the Canadian Airlines account when we were a relatively small agency (about 25 people). After the initial surprise of getting to the final long list, we heard that the client was coming in from Calgary for an on-site visit. My initial reaction was to fill the boardroom with lots of people, do the proverbial dog and pony show, to demonstrate how robust and strong we were. Peter said, ‘No, Alan, I think we should do it with just you and I.’

When the time came for the client visit, two relatively young people from Canadian arrived somewhat over-awed by visiting so many agencies. When they realized that they were only going to be meeting with Peter and I, they visibly relaxed and really opened up to us. Apparently every other agency had put so many folks into the meetings that they felt completely overwhelmed.

When we finally met with the bigwigs from the airline, they wanted to spend the entire day with us, which would naturally include lunch. I was eager to book a fancy, upmarket restaurant. Again Peter said, ‘I don’t think so, let’s make it burgers and beer.’ He was bang-on. The client turned to me at lunch and said, ‘I’m so happy you brought us here. All we’ve had is fancy food from all the other agencies. This is exactly what I love!’ From there on in, I trusted Peter with the pitch process.”

—Alan Gee, partner, chairman, Blammo

“I ran DMB&B for 16 years and during that time, I competed often against Peter Jeffery in new business pitches. He always impressed with me with the extra effort and insights he brought to the client’s business, while still having fun – a measure surely of his professionalism and confidence. People succumbed to Peter’s sharp combination of business savvy and British charm and wit.”

—Rupert Brendon, partner, Aprais, and partner, Brendon & Reynolds

“My first experience with Peter was back in October 1998 as a young punk looking to take on my next experience in advertising. I remember Peter as intense, stoic and relentless as he pressed me over a two-hour interrogation to test my experience, intelligence and commitment to clients. In hindsight, that told me a lot about what it takes to succeed as an entrepreneur and a business leader. Pay attention to all the details and make sure you hire people that fit your culture and your clients.

I also learned from Peter the art of listening carefully. In your youth, you’re desperate to always have the ‘right’ answer because you believe your career depends on it. But Peter taught me to listen carefully first in order to build client trust, a relationship and true partnership. A phrase like ‘let me tell you what you should do’ had no place in Peter’s agency.”

—Kevin Pfuhl, SVP, managing director, BBDO Toronto

“With Peter, every day was a new adventure. Complacency is not in his nature, so we were always exploring and striving for more. It was exciting, but also exhausting! Peter has more stamina than anyone I have ever known. After a long day of work, he would lead the charge to the local pub and was usually the last to leave. There were great debates in the office because he loves to challenge but we would end each day laughing. I learned a lot from him about the business of advertising but he also taught me how to fully enjoy every day.”

—Ana Dixon, CFO, Joe Jackman Brand



BY ROB LINDEN

THREE RULES FOR PARTNERING WITH BENEFITS

SOMETHING TO THINK ABOUT

“Something To Think About” is a new column by Rob Linden focused on helping improve ROI. It’s a chance to revisit old tactics that have gone by the wayside, hone new ones and take a moment to reflect on whether we’re using our marketing dollars in the right areas in the right way.

Though it may seem like common sense, as a marketer and consumer who is faced with a decision of what to buy with my hard earned dollars, I am routinely surprised by the lack of thought many manufacturers put into choosing the right charity to support.

Somewhere, somehow, somebody who makes the decisions has lost sight of why they have chosen to spend their marketing dollars supporting a cause. I think we can all do better with just a little thought.

Causes that your brand chooses to support should inherently help build the brand equity. Plain and simple.

They should “make sense” to the consumer. There should be a seamless intersection between the brand and the cause itself – the perfect overlap, like a venn diagram. This overlap can centre on reinforcing a product benefit, or a position, or a USP, or even a DNA. All are acceptable, as long as the effort is paying dividends back to the brand, and building it (hence, why our jobs are referred to as brand-building).

But lately, with everybody wanting to jump on the cause-related bandwagon, it is amazing how many times this is not happening. I’ve seen a telco sponsoring kids’ soccer camps – maybe deep down in the halls of their office there is good reason for this, but to the consumer, I’m not so sure. Would you switch providers because they sponsor the peewee squad up the street?

I also saw a car company making a donation for every test drive to a women’s shelter. Great for the women, probably didn’t sell another car. Cause-related brand partnerships run the risk of turning into contest commodity – when we see a contest that really makes no sense, and is just a contest for the sake of a contest. (Who enters those anyway? People who are probably just searching for contests, and really have no interest in buying your brand.)

I’m not suggesting that it is always about profit and charity donation isn’t good. Charity donation is good, and we should all be doing it. But charity donation and cause-related partnerships are different. These are supposed to be win-wins. Straight charity donation is one-way. Cause-related provides benefit to both the cause and the partner.

When searching for the right cause to support, ask yourself these three easy questions before forging ahead

(and yes, these are in rank order – the more you answer, the stronger the connection and results).

First of all, would the consumer feel good about knowing that your brand is supporting the cause? Secondly, does linking with this cause make intrinsic sense to the consumer? And lastly, does linking my brand with this cause build my equity?

In the sea of missteps, misspends, and misappropriation of marketing dollars, there are a handful of excellent examples of these cause/brand intersections that we can learn from.

An okay example? Bell sponsoring the Kids Help Phone. A phone company providing free toll-free phone calls to those in distress. Good. And it makes people feel good. But does it drive any of the brand equities we as consumers are told about through advertising about Bell? Hmm.

A better example? Kellogg’s – which is embarking on a DNA-refresh of nutritious and healthy breakfasts – is proudly supporting a social-action mechanism of a donation of a million breakfasts to the many children who leave home without having something nutritious. Excellent intersection.

You can watch any cause-related brand sponsorship and identify very quickly if it is a good fit. The great ones don’t need you to watch them with a critical eye – in fact,

like good advertising, you probably only need to see them once. When there is a great intersection, it is like a double-shot of recall. And recall, as we all know in the brand world, is the secret, sacred, hidden treasure we try so hard to evoke in our consumers, yet we have such a difficult time doing it.

Without watching TV or perusing magazines, ask yourselves which ones you remember. Which provoked an emotion in you? Which made you feel better about the brand you were purchasing? How many of the ones that you remember were able to positively answer the three questions?

Donations and supporting charities make sense. And as corporate citizens it is our duty to help out those less fortunate.

But imagine the power you would have to enact true change and awareness with recall if you partnered with the right cause. The result? Don’t be surprised if consumers adopted your cause as their own, supporting your brand more, entrenching it in their purchase habits, and ultimately driving both. Now that is good ROI.

Rob Linden has a passion for ROI and is always thinking about how to improve it. He spent quite a few years at P&G, most recently leading its scale/capabilities department. He’s currently leading the North American expansion of SampleSource.com turnkey request-based sampling platforms for Tier 1 and 2 CPGs. You can reach him at rob@robinden.com or via Twitter @LindenRob.



BY SHARON MACLEOD

REAL CAUSE MARKETING

Cause marketing usually annoys me.

Obviously my irritation is not based in a belief that brands should not benefit a cause. My life at Unilever has been all about great brands and great causes.

But consider those brands and causes for a moment.

When Dove launched the Campaign for Real Beauty in 2004, first telling the world about its point of view on beauty and then creating the Dove Self-Esteem Fund, cause marketing was still in its infancy. But Dove was not an accidental tourist in the cause of real beauty.

Food doesn't get more real than that. Local foods, urban gardens, real food and Hellmann's are a perfect fit.

For each of these brands, the attachment to a great cause is more than a matter of convenience. The brand and the cause are intrinsically linked. No other brand could do what your

Everyone at Dove has a personal story about their involvement in workshops and those experiences define who we are.

It isn't hard to spot the Becel team. They ride in the Ride for Heart, it isn't just event management for them. That's real sweat equity!

The point here is obvious; cause marketing done well becomes part of your company culture. At its best, it's the perfect fit of cause and brand.

Unilever is hardly unique in its approach to cause marketing. Lots of other brands do it well.

The Four Seasons Centre for the Performing Arts stands out. The Four Seasons brand has a global reputation for grace, dignity, elegance and excellence. The brand, the building and the cause fit perfectly.

Tim Horton's is community. You can't drive through a community, big or small, without a Tim Horton's. Who goes to the rink without a Tim's? My nephew had to have a Tim's soup after every game – even when the game ended at 9 a.m. So when Tim Horton's supports children's sports and sending underprivileged children to camp, the fit is perfect and the commitment is real.

So why does cause marketing annoy me?

Because most of the time the cause and the brand are about as connected as Jackie Onassis and punk rock.

Just think of any cause-based run or walk. Usually there is a space in the event title to "insert bank here." You could change the name of the bank every year and no one would notice.

It's nice when corporations give money to good causes. But without also investing the time to find a natural fit, the effort to build real relationships and the hard work to build sweat equity, it's not cause marketing – it's just lazy marketing.

Sharon MacLeod is the brand building director at Unilever Canada. She is best known for her expertise in consumer behaviour, her creativity, and as the driving force behind Dove's Campaign for Real Beauty.



Dove used real women in ads prior to launching Real Beauty, such as this mid-'90s TV spot, "Karen."

Dove has used "Real Women" in advertising for years. Ogilvy Toronto became experts at shooting ads with real women instead of professional actors long before we created Dove's Campaign for Real Beauty.

Dove came to the campaign with a long record of celebrating real women who take great care of themselves with quality products and an equally long record of using straightforward, honest language. It was perfectly natural for Dove to teach girls about media literacy so they could understand the myths around beauty advertising and build positive self-esteem.

The pieces all fit together with who Dove had always been.

Similarly Becel has always been a leader in heart-healthy living; it is a low-in-saturated-fats and trans-fat-free margarine. It is no surprise that Becel is recognized by the Heart and Stroke Foundation as a Heart Healthy product and it's perfectly natural for Becel to be a part of the Ride for Heart. It's who Becel is.

Or consider Hellmann's commitment to the Real Food movement. Hellmann's is made of eggs, oil and vinegar.

brand is doing for the cause.

This is the first essential ingredient in cause marketing done well: a natural fit between the cause and the brand.

The second key ingredient is time. The Dove Self-Esteem Fund didn't happen overnight. It was the natural outcome of years of hard work. And the commitment to Real Beauty is not a whim, it's a long-term commitment. Effective cause marketing is based on a long, long, long-term relationship.

The third key ingredient is sweat equity. The Dove team personally delivers self-esteem workshops that have now reached over seven million young people around the world.

REAL CHANGE

MAKE STUFF OUT OF SWAG!

REDUCING MEDIA WASTE IS PART OF OUR STRATEGY. IS IT PART OF YOURS?

NORMALLY WE'RE REDUCING WASTE THROUGH RESEARCH-DRIVEN INSIGHT THAT ENABLES US TO NARROW TO THE EPICENTRE OF A TARGET, OFTEN BEYOND DEMOGRAPHICS, THEREFORE ENSURING MORE OF THE RIGHT PEOPLE ARE BEING ENGAGED WITH OUR COMMUNICATION.

FOR THIS PROJECT WE REDUCED WASTE BY MAKING STUFF OUT OF MEDIA SWAG. SEE HOW WE MADE OUR CREATIONS AT WWW.YOUTUBE.COM/MEDIAEXPERTS. WE'D LOVE TO SEE HOW YOU RECYCLE YOUR OFFICE SWAG. POST A PICTURE TO MEDIAEXPERTS.COM/RECYCLE OR TWEET YOUR IDEAS TO @_MEDIAEXPERTS.

FOR STRESS-FREE
MEDIA FEET, 10
HALVED STRESS
BALLS CROWNED
OUR FOOT STOOL

SHAG &
SWAG
USING ONLY
T-SHIRT & SWEAT
SHIRT SWAG

LITE-A-SWAG
WATERBOTTLES
ARE THE NEW
COFFEE MUG!

SWAG-A-GLANCE
FOR LAST MINUTE
VANITY CHECKS
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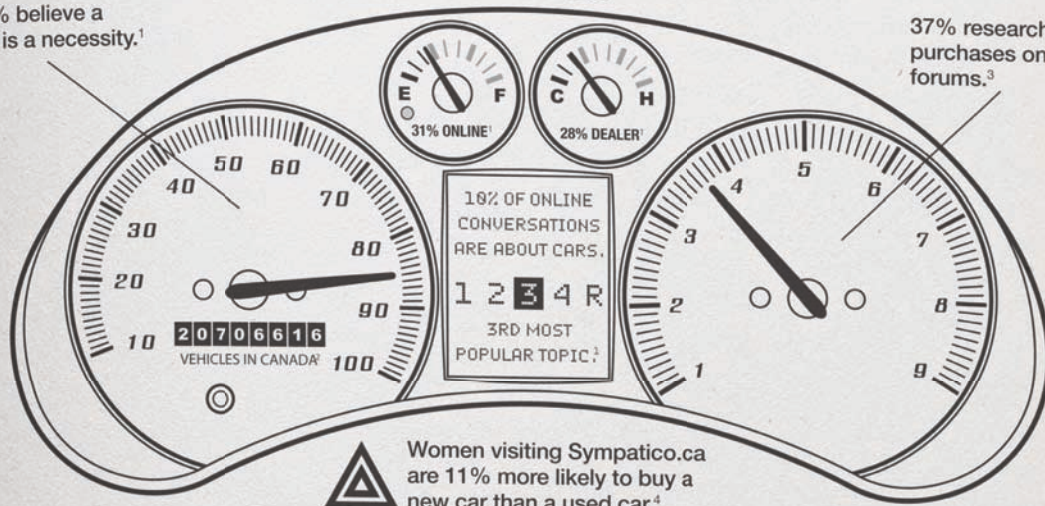
out of 10 car purchases
are researched online.¹

SYMPATICO.CA AUTOS MANUAL

86% believe a
car is a necessity.¹

Used-car buyers
found their car:

37% research auto
purchases on web
forums.³



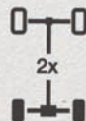
WOMEN



more likely to prefer
fuel-efficient cars.⁴



make 65% of new
car purchases.⁵



as likely to prefer
sports cars.⁴



more likely to do their
own maintenance.⁴

SYMPATICO.CA VISITORS

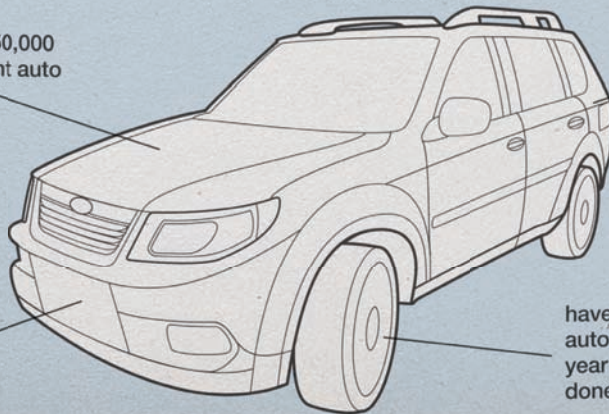
are more likely than the average web user to

have spent over \$50,000
on their most recent auto
purchase (22%).⁴

buy a family car (41%).⁴

have signed a new
insurance policy this
year (24%).⁴

have used a large retail store's
auto service department this
year to get their alignment
done (10%).⁴



81% believe the auto industry should support environmental causes.¹

2011



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Source: 1. eMarketer, 2. CMA Marketing Facts Book, 3. CapGemini, 4. PMB / comScore, 5. SheEconomy

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